

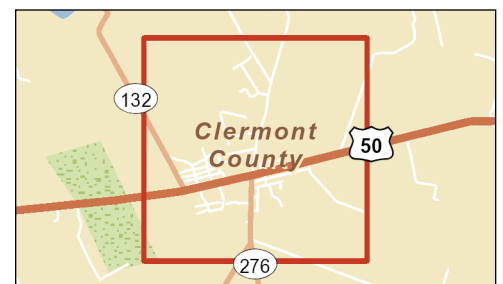
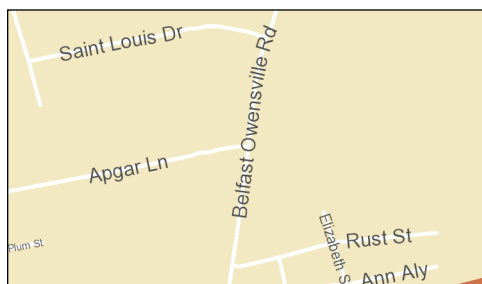
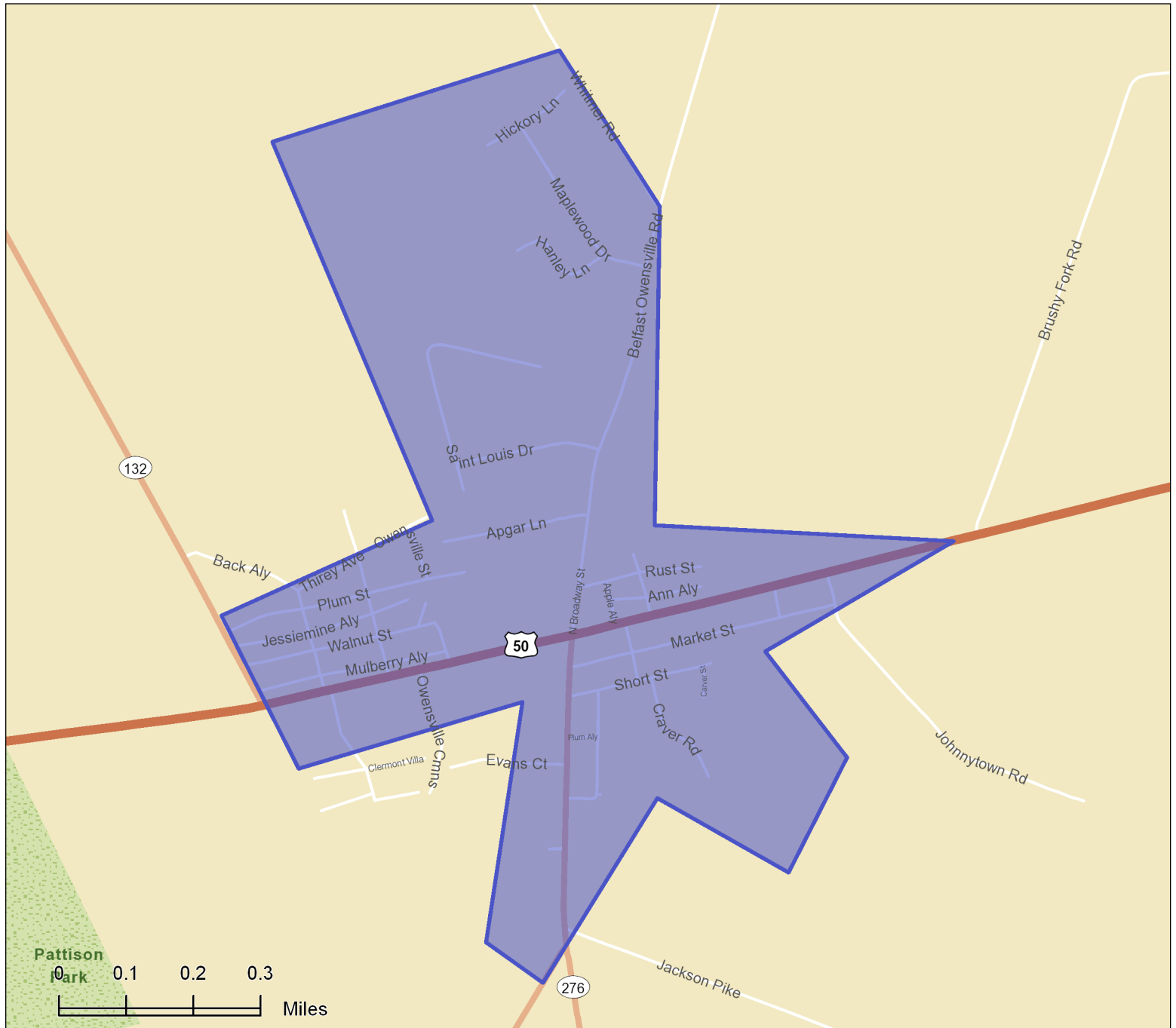


CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Site Map

Owensville, OH
Standard Geography

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March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Market Profile

Owensville, OH
Owensville village, OH (3959220)
Geography: Place

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Owensville village, OH (3...

Population Summary

2000 Total Population	816
2000 Group Quarters	1
2010 Total Population	856
2015 Total Population	874
2010-2015 Annual Rate	0.42%

Household Summary

2000 Households	361
2000 Average Household Size	2.26
2010 Households	384
2010 Average Household Size	2.23
2015 Households	393
2015 Average Household Size	2.22
2010-2015 Annual Rate	0.46%
2000 Families	188
2000 Average Family Size	3.24
2010 Families	248
2010 Average Family Size	2.82
2015 Families	252
2015 Average Family Size	2.82
2010-2015 Annual Rate	0.32%

Housing Unit Summary

2000 Housing Units	381
Owner Occupied Housing Units	39.9%
Renter Occupied Housing Units	54.9%
Vacant Housing Units	5.2%
2010 Housing Units	416
Owner Occupied Housing Units	52.9%
Renter Occupied Housing Units	39.4%
Vacant Housing Units	7.7%
2015 Housing Units	432
Owner Occupied Housing Units	51.9%
Renter Occupied Housing Units	39.1%
Vacant Housing Units	9.0%

Median Household Income

2000	\$23,906
2010	\$47,420
2015	\$56,422

Median Home Value

2000	\$92,593
2010	\$150,000
2015	\$166,429

Per Capita Income

2000	\$14,725
2010	\$22,157
2015	\$25,813

Median Age

2000	36.0
2010	38.1
2015	38.6

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2000 Households by Income

Household Income Base	349
<\$15,000	33.5%
\$15,000 - \$24,999	18.3%
\$25,000 - \$34,999	10.9%
\$35,000 - \$49,999	13.8%
\$50,000 - \$74,999	11.7%
\$75,000 - \$99,999	7.5%
\$100,000 - \$149,999	3.7%
\$150,000 - \$199,999	0.0%
\$200,000+	0.6%
Average Household Income	\$34,038

2010 Households by Income

Household Income Base	383
<\$15,000	18.3%
\$15,000 - \$24,999	9.4%
\$25,000 - \$34,999	9.9%
\$35,000 - \$49,999	16.2%
\$50,000 - \$74,999	20.6%
\$75,000 - \$99,999	11.7%
\$100,000 - \$149,999	11.7%
\$150,000 - \$199,999	1.0%
\$200,000+	1.0%
Average Household Income	\$56,280

2015 Households by Income

Household Income Base	393
<\$15,000	15.8%
\$15,000 - \$24,999	7.1%
\$25,000 - \$34,999	7.4%
\$35,000 - \$49,999	12.2%
\$50,000 - \$74,999	23.2%
\$75,000 - \$99,999	14.0%
\$100,000 - \$149,999	17.6%
\$150,000 - \$199,999	1.3%
\$200,000+	1.5%
Average Household Income	\$65,243

2000 Owner Occupied Housing Units by Value

Total	144
<\$50,000	5.6%
\$50,000 - \$99,999	58.3%
\$100,000 - \$149,999	22.9%
\$150,000 - \$199,999	9.0%
\$200,000 - \$299,999	2.8%
\$300,000 - \$499,999	0.0%
\$500,000 - \$999,999	1.4%
\$1,000,000 +	0.0%
Average Home Value	\$108,403

2000 Specified Renter Occupied Housing Units by Contract Rent

Total	219
With Cash Rent	98.2%
No Cash Rent	1.8%
Median Rent	\$264
Average Rent	\$273

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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Market Profile

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2000 Population by Age

Total	816
0 - 4	9.6%
5 - 9	7.1%
10 - 14	6.5%
15 - 24	14.3%
25 - 34	11.2%
35 - 44	13.1%
45 - 54	11.8%
55 - 64	9.1%
65 - 74	7.5%
75 - 84	7.8%
85 +	2.1%
18 +	72.3%

2010 Population by Age

Total	856
0 - 4	9.5%
5 - 9	6.8%
10 - 14	6.4%
15 - 24	13.4%
25 - 34	10.2%
35 - 44	12.9%
45 - 54	14.4%
55 - 64	11.0%
65 - 74	7.0%
75 - 84	6.0%
85 +	2.6%
18 +	73.0%

2015 Population by Age

Total	873
0 - 4	9.4%
5 - 9	6.6%
10 - 14	6.5%
15 - 24	13.1%
25 - 34	10.2%
35 - 44	12.3%
45 - 54	13.2%
55 - 64	11.8%
65 - 74	8.5%
75 - 84	6.0%
85 +	2.5%
18 +	73.5%

2000 Population by Sex

Males	45.3%
Females	54.7%

2010 Population by Sex

Males	47.0%
Females	53.0%

2015 Population by Sex

Males	47.0%
Females	53.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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Market Profile

Owensville, OH
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2000 Population by Race/Ethnicity

Total	816
White Alone	97.7%
Black Alone	0.6%
American Indian Alone	0.0%
Asian or Pacific Islander Alone	0.4%
Some Other Race Alone	0.0%
Two or More Races	1.3%
Hispanic Origin	1.2%
Diversity Index	6.9

2010 Population by Race/Ethnicity

Total	856
White Alone	96.1%
Black Alone	0.8%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.4%
Some Other Race Alone	0.4%
Two or More Races	2.1%
Hispanic Origin	3.3%
Diversity Index	13.4

2015 Population by Race/Ethnicity

Total	873
White Alone	95.8%
Black Alone	0.9%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.3%
Some Other Race Alone	0.3%
Two or More Races	2.4%
Hispanic Origin	3.9%
Diversity Index	15.3

2000 Population 3+ by School Enrollment

Total	767
Enrolled in Nursery/Preschool	2.2%
Enrolled in Kindergarten	3.1%
Enrolled in Grade 1-8	9.8%
Enrolled in Grade 9-12	5.2%
Enrolled in College	4.8%
Enrolled in Grad/Prof School	0.3%
Not Enrolled in School	74.6%

2010 Population 25+ by Educational Attainment

Total	548
Less Than 9th Grade	6.4%
9th to 12th Grade, No Diploma	12.6%
High School Graduate	37.6%
Some College, No Degree	18.6%
Associate Degree	9.1%
Bachelor's Degree	10.0%
Graduate/Professional Degree	5.7%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2010 Population 15+ by Marital Status

Total	663
Never Married	25.2%
Married	51.9%
Widowed	10.7%
Divorced	12.2%

2000 Population 16+ by Employment Status

Total	607
In Labor Force	53.5%
Civilian Employed	51.6%
Civilian Unemployed	2.0%
In Armed Forces	0.0%
Not In Labor Force	46.5%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	90.1%
Civilian Unemployed	9.9%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	91.8%
Civilian Unemployed	8.2%

2000 Females 16+ by Employment Status and Age of Children

Total	353
Own Children < 6 Only	8.5%
Employed/in Armed Forces	5.9%
Unemployed	0.6%
Not in Labor Force	2.0%
Own Children <6 and 6-17 Only	9.6%
Employed/in Armed Forces	5.7%
Unemployed	0.6%
Not in Labor Force	3.4%
Own Children 6-17 Only	12.2%
Employed/in Armed Forces	7.4%
Unemployed	0.9%
Not in Labor Force	4.0%
No Own Children < 18	69.7%
Employed/in Armed Forces	21.8%
Unemployed	0.6%
Not in Labor Force	47.3%

2010 Employed Population 16+ by Industry

Total	354
Agriculture/Mining	2.3%
Construction	7.3%
Manufacturing	10.5%
Wholesale Trade	2.8%
Retail Trade	13.6%
Transportation/Utilities	3.7%
Information	3.4%
Finance/Insurance/Real Estate	6.2%
Services	48.0%
Public Administration	2.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2010 Employed Population 16+ by Occupation

Total	354
White Collar	55.7%
Management/Business/Financial	15.8%
Professional	17.5%
Sales	7.9%
Administrative Support	14.4%
Services	16.7%
Blue Collar	27.7%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	6.5%
Installation/Maintenance/Repair	6.2%
Production	5.9%
Transportation/Material Moving	8.8%

2000 Workers 16+ by Means of Transportation to Work

Total	309
Drove Alone - Car, Truck, or Van	79.6%
Carpooled - Car, Truck, or Van	10.7%
Public Transportation	0.0%
Walked	2.9%
Other Means	1.3%
Worked at Home	5.5%

2000 Workers 16+ by Travel Time to Work

Total	309
Did not Work at Home	94.5%
Less than 5 minutes	0.6%
5 to 9 minutes	6.8%
10 to 19 minutes	24.9%
20 to 24 minutes	12.6%
25 to 34 minutes	19.7%
35 to 44 minutes	15.5%
45 to 59 minutes	10.4%
60 to 89 minutes	1.0%
90 or more minutes	2.9%
Worked at Home	5.5%
Average Travel Time to Work (in min)	29.2

2000 Households by Vehicles Available

Total	363
None	19.6%
1	44.4%
2	20.4%
3	10.7%
4	3.9%
5+	1.1%
Average Number of Vehicles Available	1.4

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2000 Households by Type

Total	361
Family Households	52.1%
Married-couple Family	34.1%
With Related Children	17.7%
Other Family (No Spouse)	18.0%
With Related Children	14.4%
Nonfamily Households	47.9%
Householder Living Alone	44.0%
Householder Not Living Alone	3.9%
Households with Related Children	32.1%
Households with Persons 65+	33.5%

2000 Households by Size

Total	361
1 Person Household	44.0%
2 Person Household	21.6%
3 Person Household	15.2%
4 Person Household	8.9%
5 Person Household	7.5%
6 Person Household	1.9%
7 + Person Household	0.8%

2000 Households by Year Householder Moved In

Total	363
Moved in 1999 to March 2000	21.2%
Moved in 1995 to 1998	27.0%
Moved in 1990 to 1994	16.5%
Moved in 1980 to 1989	18.7%
Moved in 1970 to 1979	6.6%
Moved in 1969 or Earlier	9.9%
Median Year Householder Moved In	1994

2000 Housing Units by Units in Structure

Total	384
1, Detached	43.0%
1, Attached	1.6%
2	6.0%
3 or 4	12.0%
5 to 9	3.6%
10 to 19	6.5%
20 +	27.3%
Mobile Home	0.0%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	384
1999 to March 2000	0.0%
1995 to 1998	0.5%
1990 to 1994	3.6%
1980 to 1989	24.2%
1970 to 1979	31.3%
1969 or Earlier	40.4%
Median Year Structure Built	1973

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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ECONOMIC DEVELOPMENT

Market Profile

Owensville, OH
Owensville village, OH (3959220)
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Owensville village, OH (3...

Top 3 Tapestry Segments

1. Midlife Junction
2. Green Acres
- 3.

2010 Consumer Spending

Apparel & Services: Total \$	\$509,203
Average Spent	\$1,326.05
Spending Potential Index	55
Computers & Accessories: Total \$	\$68,489
Average Spent	\$178.36
Spending Potential Index	81
Education: Total \$	\$385,387
Average Spent	\$1,003.61
Spending Potential Index	82
Entertainment/Recreation: Total \$	\$1,033,945
Average Spent	\$2,692.56
Spending Potential Index	84
Food at Home: Total \$	\$1,413,049
Average Spent	\$3,679.81
Spending Potential Index	82
Food Away from Home: Total \$	\$999,386
Average Spent	\$2,602.57
Spending Potential Index	81
Health Care: Total \$	\$1,276,024
Average Spent	\$3,322.98
Spending Potential Index	89
HH Furnishings & Equipment: Total \$	\$562,367
Average Spent	\$1,464.50
Spending Potential Index	71
Investments: Total \$	\$575,563
Average Spent	\$1,498.86
Spending Potential Index	86
Retail Goods: Total \$	\$7,634,754
Average Spent	\$19,882.17
Spending Potential Index	80
Shelter: Total \$	\$4,652,712
Average Spent	\$12,116.44
Spending Potential Index	77
TV/Video/Audio: Total \$	\$391,873
Average Spent	\$1,020.50
Spending Potential Index	82
Travel: Total \$	\$571,099
Average Spent	\$1,487.24
Spending Potential Index	79
Vehicle Maintenance & Repairs: Total \$	\$300,037
Average Spent	\$781.35
Spending Potential Index	83

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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Made with Esri Business Analyst

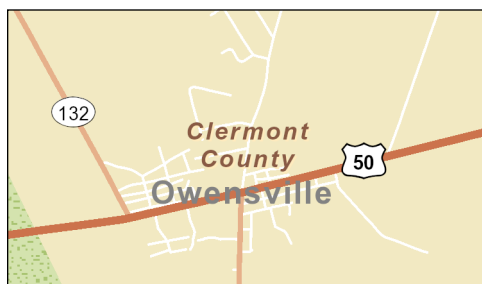
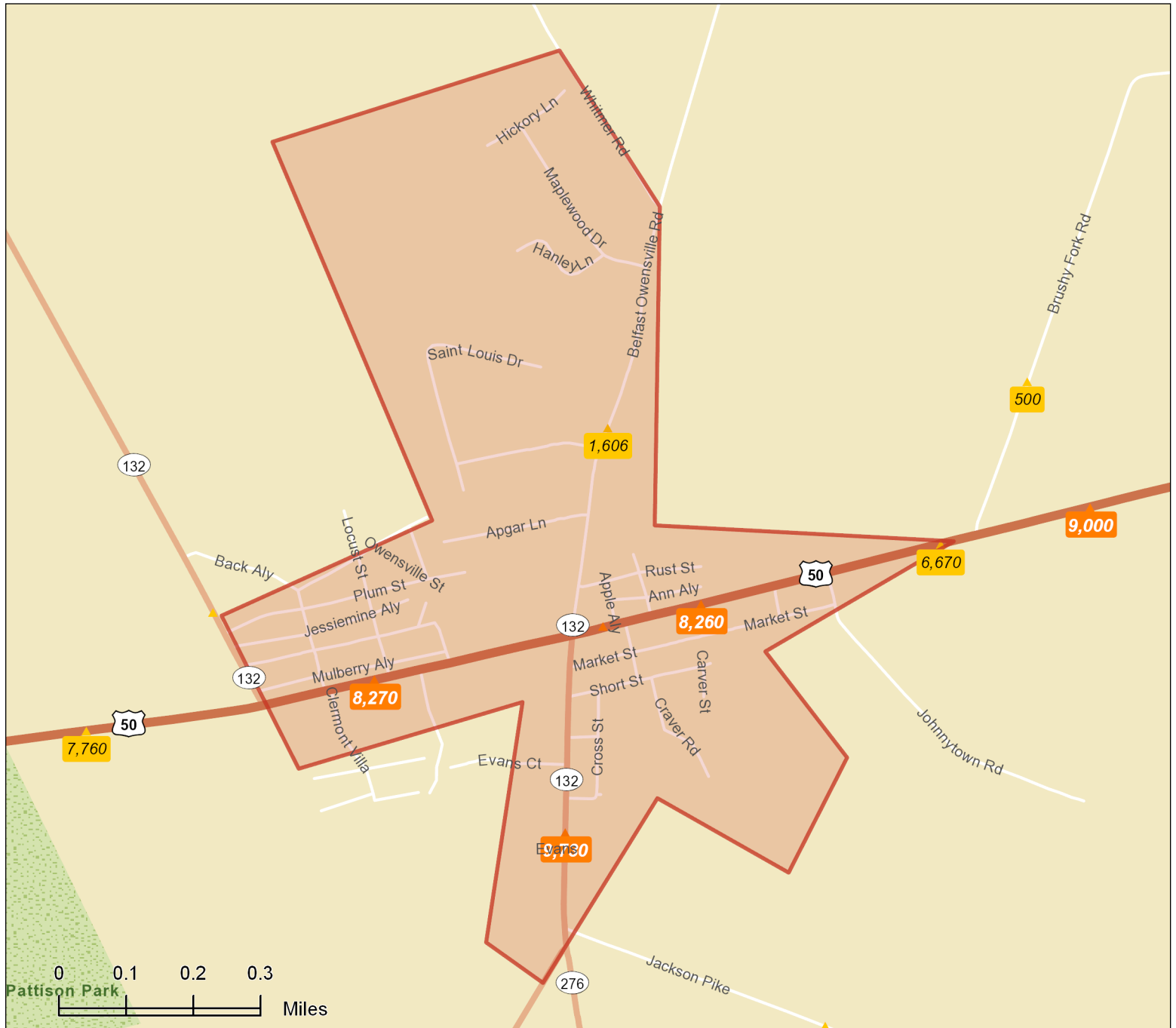


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ECONOMIC DEVELOPMENT

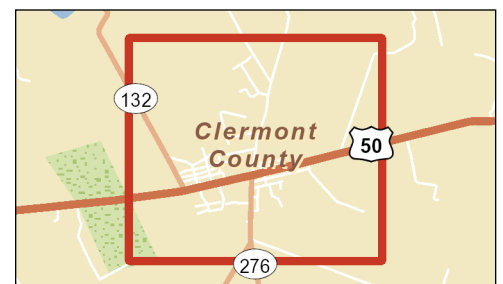
Traffic Count Map

Owensville, OH

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Average Daily Traffic Volume
▲ Up to 6,000 vehicles per day
▲ 6,001 - 15,000
▲ 15,001 - 30,000
▲ 30,001 - 50,000
▲ 50,001 - 100,000
▲ More than 100,000 per day



Source: ©2011 MPSI (Market Planning Solutions Inc.) Systems Inc. d.b.a. DataMetrix®

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Business Summary

Owensville, OH
Owensville village, OH (3959220)
Geography: Place

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Data for all businesses in area			Owensville village, OH (3...	
Total Businesses:			40	
Total Employees:			201	
Total Residential Population:			856	
Employee/Residential Population Ratio:			0.24	
by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	0	0.0%	0	0.0%
Construction	1	2.5%	0	0.0%
Manufacturing	2	5.0%	9	4.5%
Transportation	2	5.0%	3	1.5%
Communication	0	0.0%	0	0.0%
Utility	0	0.0%	0	0.0%
Wholesale Trade	0	0.0%	0	0.0%
Retail Trade Summary	11	27.5%	58	28.9%
Home Improvement	1	2.5%	3	1.5%
General Merchandise Stores	3	7.5%	11	5.5%
Food Stores	2	5.0%	24	11.9%
Auto Dealers, Gas Stations, Auto Aftermarket	1	2.5%	9	4.5%
Apparel & Accessory Stores	0	0.0%	0	0.0%
Furniture & Home Furnishings	1	2.5%	0	0.0%
Eating & Drinking Places	2	5.0%	5	2.5%
Miscellaneous Retail	1	2.5%	6	3.0%
Finance, Insurance, Real Estate Summary	7	17.5%	42	20.9%
Banks, Savings & Lending Institutions	2	5.0%	10	5.0%
Securities Brokers	0	0.0%	0	0.0%
Insurance Carriers & Agents	3	7.5%	20	10.0%
Real Estate, Holding, Other Investment Offices	2	5.0%	12	6.0%
Services Summary	10	25.0%	54	26.9%
Hotels & Lodging	0	0.0%	0	0.0%
Automotive Services	0	0.0%	0	0.0%
Motion Pictures & Amusements	1	2.5%	1	0.5%
Health Services	2	5.0%	10	5.0%
Legal Services	0	0.0%	0	0.0%
Education Institutions & Libraries	2	5.0%	19	9.5%
Other Services	5	12.5%	24	11.9%
Government	6	15.0%	35	17.4%
Other	1	2.5%	0	0.0%
Totals	40	100%	201	100%

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.

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Business Summary

Owensville, OH
Owensville village, OH (3959220)
Geography: Place

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by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	1	2.5%	0	0.0%
Manufacturing	3	7.5%	9	4.5%
Wholesale Trade	0	0.0%	0	0.0%
Retail Trade	7	17.5%	53	26.4%
Motor Vehicle & Parts Dealers	0	0.0%	0	0.0%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%
Electronics & Appliance Stores	0	0.0%	0	0.0%
Bldg Material & Garden Equipment & Supplies Dealers	1	2.5%	3	1.5%
Food & Beverage Stores	1	2.5%	24	11.9%
Health & Personal Care Stores	1	2.5%	6	3.0%
Gasoline Stations	1	2.5%	9	4.5%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	0	0.0%
General Merchandise Stores	3	7.5%	11	5.5%
Miscellaneous Store Retailers	0	0.0%	0	0.0%
Nonstore Retailers	0	0.0%	0	0.0%
Transportation & Warehousing	2	5.0%	3	1.5%
Information	1	2.5%	10	5.0%
Finance & Insurance	5	12.5%	30	14.9%
Central Bank/Credit Intermediation & Related Activities	2	5.0%	10	5.0%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	0	0.0%	0	0.0%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	3	7.5%	20	10.0%
Real Estate, Rental & Leasing	2	5.0%	12	6.0%
Professional, Scientific & Tech Services	1	2.5%	2	1.0%
Legal Services	0	0.0%	0	0.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation Services	0	0.0%	0	0.0%
Educational Services	2	5.0%	19	9.5%
Health Care & Social Assistance	2	5.0%	10	5.0%
Arts, Entertainment & Recreation	1	2.5%	1	0.5%
Accommodation & Food Services	3	7.5%	5	2.5%
Accommodation	0	0.0%	0	0.0%
Food Services & Drinking Places	3	7.5%	5	2.5%
Other Services (except Public Administration)	3	7.5%	12	6.0%
Automotive Repair & Maintenance	0	0.0%	0	0.0%
Public Administration	6	15.0%	35	17.4%
Unclassified Establishments	1	2.5%	0	0.0%
Total	40	100%	201	100%

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Retail MarketPlace Profile

Owensville, OH
Owensville village, OH (3959220)
Geography: Place

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Summary Demographics

2010 Population	856
2010 Households	384
2010 Median Disposable Income	\$37,390
2010 Per Capita Income	\$22,157

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$8,308,568	\$13,074,022	\$-4,765,454	-22.3	11
Total Retail Trade	44-45	\$7,143,197	\$12,271,592	\$-5,128,395	-26.4	8
Total Food & Drink	722	\$1,165,371	\$802,430	\$362,941	18.4	3

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$1,679,282	\$0	\$1,679,282	100.0	0
Automobile Dealers	4411	\$1,418,692	\$0	\$1,418,692	100.0	0
Other Motor Vehicle Dealers	4412	\$131,638	\$0	\$131,638	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$128,952	\$0	\$128,952	100.0	0
Furniture & Home Furnishings Stores	442	\$113,939	\$0	\$113,939	100.0	0
Furniture Stores	4421	\$57,597	\$0	\$57,597	100.0	0
Home Furnishings Stores	4422	\$56,342	\$0	\$56,342	100.0	0
Electronics & Appliance Stores	4431	\$287,543	\$0	\$287,543	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$261,506	\$91,452	\$170,054	48.2	2
Bldg Material & Supplies Dealers	4441	\$245,462	\$91,452	\$154,010	45.7	2
Lawn & Garden Equip & Supply Stores	4442	\$16,044	\$0	\$16,044	100.0	0
Food & Beverage Stores	445	\$1,261,646	\$2,242,964	\$-981,318	-28.0	1
Grocery Stores	4451	\$1,210,805	\$2,242,964	\$-1,032,159	-29.9	1
Specialty Food Stores	4452	\$17,882	\$0	\$17,882	100.0	0
Beer, Wine & Liquor Stores	4453	\$32,959	\$0	\$32,959	100.0	0
Health & Personal Care Stores	446,4461	\$151,835	\$397,553	\$-245,718	-44.7	1
Gasoline Stations	447,4471	\$1,235,510	\$4,852,089	\$-3,616,579	-59.4	1
Clothing & Clothing Accessories Stores	448	\$195,292	\$0	\$195,292	100.0	0
Clothing Stores	4481	\$141,711	\$0	\$141,711	100.0	0
Shoe Stores	4482	\$31,445	\$0	\$31,445	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$22,136	\$0	\$22,136	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$32,882	\$0	\$32,882	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$25,576	\$0	\$25,576	100.0	0
Book, Periodical & Music Stores	4512	\$7,306	\$0	\$7,306	100.0	0
General Merchandise Stores	452	\$1,156,138	\$4,687,534	\$-3,531,396	-60.4	3
Department Stores Excluding Leased Depts.	4521	\$487,466	\$0	\$487,466	100.0	0
Other General Merchandise Stores	4529	\$668,672	\$4,687,534	\$-4,018,862	-75.0	3
Miscellaneous Store Retailers	453	\$102,059	\$0	\$102,059	100.0	0
Florists	4531	\$5,990	\$0	\$5,990	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$33,975	\$0	\$33,975	100.0	0
Used Merchandise Stores	4533	\$2,172	\$0	\$2,172	100.0	0
Other Miscellaneous Store Retailers	4539	\$59,922	\$0	\$59,922	100.0	0
Nonstore Retailers	454	\$665,565	\$0	\$665,565	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$617,852	\$0	\$617,852	100.0	0
Vending Machine Operators	4542	\$919	\$0	\$919	100.0	0
Direct Selling Establishments	4543	\$46,794	\$0	\$46,794	100.0	0
Food Services & Drinking Places	722	\$1,165,371	\$802,430	\$362,941	18.4	3
Full-Service Restaurants	7221	\$412,083	\$575,929	\$-163,846	-16.6	1
Limited-Service Eating Places	7222	\$650,565	\$226,501	\$424,064	48.4	2
Special Food Services	7223	\$81,651	\$0	\$81,651	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$21,072	\$0	\$21,072	100.0	0

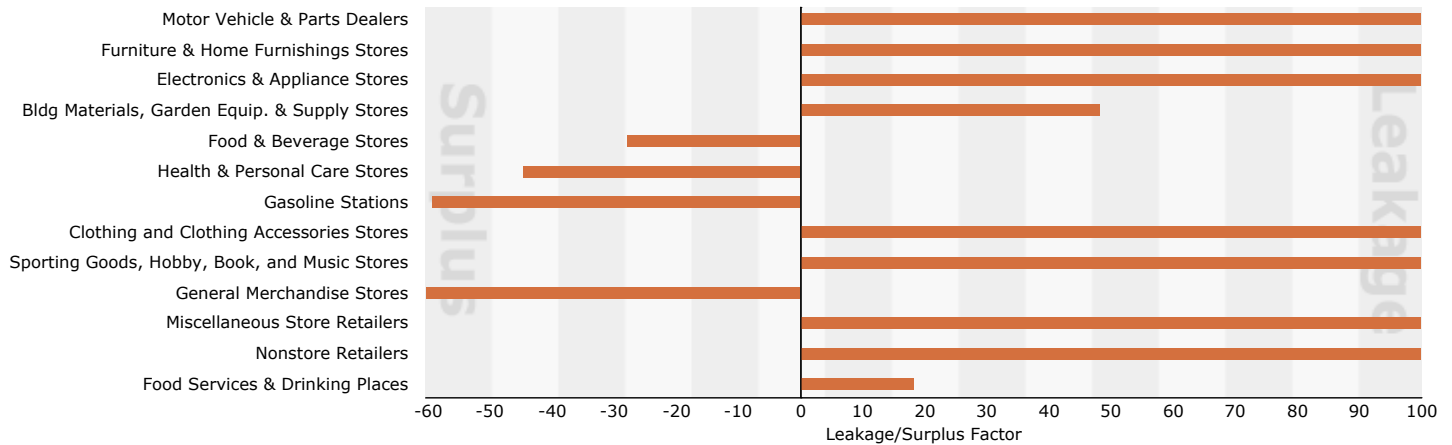
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Infogroup

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Owensville, OH
Owensville village, OH (3959220)
Geography: Place

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Demographic Summary	2010	2015
Population	856	874
Total Number of Adults	625	642
Households	384	393
Median Household Income	\$47,420	\$56,422

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	312	49.9%	100
Bought any women's apparel in last 12 months	285	45.6%	100
Bought apparel for child <13 in last 6 months	162	25.9%	91
Bought any shoes in last 12 months	322	51.5%	99
Bought costume jewelry in last 12 months	129	20.6%	99
Bought any fine jewelry in last 12 months	141	22.6%	102
Bought a watch in last 12 months	118	18.9%	98
Automobiles (Households)			
HH owns/leases any vehicle	339	88.3%	103
HH bought/leased new vehicle last 12 mo	27	7.0%	73
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	565	90.4%	104
Bought/changed motor oil in last 12 months	379	60.6%	116
Had tune-up in last 12 months	195	31.2%	100
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	360	57.6%	93
Drank regular cola in last 6 months	305	48.8%	95
Drank beer/ale in last 6 months	269	43.0%	101
Cameras & Film (Adults)			
Bought any camera in last 12 months	79	12.6%	98
Bought film in last 12 months	120	19.2%	100
Bought digital camera in last 12 months	44	7.0%	103
Bought memory card for camera in last 12 months	39	6.2%	81
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	211	33.8%	95
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	156	25.0%	116
Avg monthly cell/mobile phone/PDA bill: \$50-99	182	29.1%	90
Avg monthly cell/mobile phone/PDA bill: \$100+	125	20.0%	94
Computers (Households)			
HH owns a personal computer	273	71.1%	96
Spent <\$500 on most recent home PC purchase	41	10.7%	123
Spent \$500-\$999 on most recent home PC purchase	67	17.4%	98
Spent \$1000-\$1499 on most recent home PC purchase	48	12.5%	96
Spent \$1500-\$1999 on most recent home PC purchase	26	6.8%	95
Spent \$2000+ on most recent home PC purchase	21	5.5%	88

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Owensville, OH
Owensville village, OH (3959220)
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	389	62.2%	103
Bought cigarettes at convenience store in last 30 days	105	16.8%	108
Bought gas at convenience store in last 30 days	250	40.0%	119
Spent at convenience store in last 30 days: <\$20	63	10.1%	105
Spent at convenience store in last 30 days: \$20-39	61	9.8%	96
Spent at convenience store in last 30 days: \$40+	250	40.0%	111
Entertainment (Adults)			
Attended movies in last 6 months	357	57.1%	97
Went to live theater in last 12 months	70	11.2%	85
Went to a bar/night club in last 12 months	130	20.8%	109
Dined out in last 12 months	333	53.3%	108
Gambled at a casino in last 12 months	122	19.5%	122
Visited a theme park in last 12 months	125	20.0%	93
DVDs rented in last 30 days: 1	14	2.2%	85
DVDs rented in last 30 days: 2	34	5.4%	117
DVDs rented in last 30 days: 3	22	3.5%	110
DVDs rented in last 30 days: 4	22	3.5%	91
DVDs rented in last 30 days: 5+	92	14.7%	112
DVDs purchased in last 30 days: 1	26	4.2%	84
DVDs purchased in last 30 days: 2	34	5.4%	115
DVDs purchased in last 30 days: 3-4	28	4.5%	97
DVDs purchased in last 30 days: 5+	33	5.3%	101
Spent on toys/games in last 12 months: <\$50	46	7.4%	121
Spent on toys/games in last 12 months: \$50-\$99	17	2.7%	99
Spent on toys/games in last 12 months: \$100-\$199	41	6.6%	91
Spent on toys/games in last 12 months: \$200-\$499	71	11.4%	105
Spent on toys/games in last 12 months: \$500+	35	5.6%	97
Financial (Adults)			
Have home mortgage (1st)	118	18.9%	98
Used ATM/cash machine in last 12 months	318	50.9%	100
Own any stock	58	9.3%	101
Own U.S. savings bond	41	6.6%	96
Own shares in mutual fund (stock)	59	9.4%	100
Own shares in mutual fund (bonds)	39	6.2%	105
Used full service brokerage firm in last 12 months	44	7.0%	114
Have savings account	254	40.6%	112
Have 401K retirement savings	112	17.9%	101
Did banking over the Internet in last 12 months	169	27.0%	99
Own any credit/debit card (in own name)	496	79.4%	107
Avg monthly credit card expenditures: <\$111	95	15.2%	110
Avg monthly credit card expenditures: \$111-225	66	10.6%	136
Avg monthly credit card expenditures: \$226-450	51	8.2%	109
Avg monthly credit card expenditures: \$451-700	43	6.9%	108
Avg monthly credit card expenditures: \$701+	71	11.4%	85

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Owensville, OH
Owensville village, OH (3959220)
Geography: Place

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	461	73.8%	104
Used bread in last 6 months	606	97.0%	100
Used chicken/turkey (fresh or frozen) in last 6 months	483	77.3%	100
Used fish/seafood (fresh or frozen) in last 6 months	335	53.6%	101
Used fresh fruit/vegetables in last 6 months	555	88.8%	102
Used fresh milk in last 6 months	570	91.2%	100
Health (Adults)			
Exercise at home 2+ times per week	177	28.3%	94
Exercise at club 2+ times per week	79	12.6%	103
Visited a doctor in last 12 months	497	79.5%	102
Used vitamin/dietary supplement in last 6 months	307	49.1%	101
Home (Households)			
Any home improvement in last 12 months	123	32.0%	101
Used housekeeper/maid/prof HH cleaning service in the last 12 months	50	13.0%	84
Purchased any HH furnishing in last 12 months	118	30.7%	102
Purchased bedding/bath goods in last 12 months	215	56.0%	102
Purchased cooking/serving product in last 12 months	110	28.6%	104
Bought any kitchen appliance in last 12 months	74	19.3%	110
Insurance (Adults)			
Currently carry any life insurance	310	49.6%	104
Have medical/hospital/accident insurance	460	73.6%	103
Carry homeowner insurance	331	53.0%	100
Carry renter insurance	47	7.5%	122
Have auto/other vehicle insurance	543	86.9%	105
Pets (Households)			
HH owns any pet	202	52.6%	102
HH owns any cat	105	27.3%	113
HH owns any dog	139	36.2%	96
Reading Materials (Adults)			
Bought book in last 12 months	321	51.4%	102
Read any daily newspaper	308	49.3%	119
Heavy magazine reader	109	17.4%	88
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	451	72.2%	100
Went to family restaurant/steak house last mo: <2 times	158	25.3%	98
Went to family restaurant/steak house last mo: 2-4 times	169	27.0%	100
Went to family restaurant/steak house last mo: 5+ times	124	19.8%	102
Went to fast food/drive-in restaurant in last 6 mo	567	90.7%	102
Went to fast food/drive-in restaurant <6 times/mo	227	36.3%	104
Went to fast food/drive-in restaurant 6-13 times/mo	188	30.1%	104
Went to fast food/drive-in restaurant 14+ times/mo	153	24.5%	98
Fast food/drive-in last 6 mo: eat in	236	37.8%	100
Fast food/drive-in last 6 mo: home delivery	68	10.9%	104
Fast food/drive-in last 6 mo: take-out/drive-thru	357	57.1%	109
Fast food/drive-in last 6 mo: take-out/walk-in	158	25.3%	103

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Owensville, OH
Owensville village, OH (3959220)
Geography: Place

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	246	64.1%	99
HH average monthly long distance phone bill: <\$16	115	29.9%	108
HH average monthly long distance phone bill: \$16-25	33	8.6%	75
HH average monthly long distance phone bill: \$26-59	43	11.2%	122
HH average monthly long distance phone bill: \$60+	11	2.9%	64
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	80	20.8%	106
HH owns 2 TVs	98	25.5%	97
HH owns 3 TVs	77	20.1%	89
HH owns 4+ TVs	83	21.6%	103
HH subscribes to cable TV	235	61.2%	106
HH Purchased audio equipment in last 12 months	35	9.1%	94
HH Purchased CD player in last 12 months	16	4.2%	108
HH Purchased DVD player in last 12 months	38	9.9%	102
HH Purchased MP3 player in last 12 months	62	9.9%	97
HH Purchased video game system in last 12 months	42	10.9%	102
Travel (Adults)			
Domestic travel in last 12 months	352	56.3%	108
Took 3+ domestic trips in last 12 months	100	16.0%	108
Spent on domestic vacations last 12 mo: <\$1000	98	15.7%	125
Spent on domestic vacations last 12 mo: \$1000-\$1499	61	9.8%	145
Spent on domestic vacations last 12 mo: \$1500-\$1999	22	3.5%	86
Spent on domestic vacations last 12 mo: \$2000-\$2999	16	2.6%	62
Spent on domestic vacations last 12 mo: \$3000+	26	4.2%	82
Foreign travel in last 3 years	136	21.8%	84
Took 3+ foreign trips by plane in last 3 years	18	2.9%	61
Spent on foreign vacations last 12 mo: <\$1000	31	5.0%	83
Spent on foreign vacations last 12 mo: \$1000-\$2999	18	2.9%	71
Spent on foreign vacations last 12 mo: \$3000+	29	4.6%	95
Stayed 1+ nights at hotel/motel in last 12 months	277	44.3%	109

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Electronics and Internet Market Potential

Owensville, OH
Owensville village, OH (3959220)
Geography: Place

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Demographic Summary		2010	2015
Population		856	874
Population 18+		625	642
Households		384	393
Median Household Income		\$47,420	\$56,422
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer	273	71.1%	96
Purchased home PC in last 12 months	58	15.0%	96
Purchased home PC 1-2 years ago	79	20.5%	91
Purchased home PC 3-4 years ago	81	21.2%	108
Purchased home PC 5+ years ago	42	10.9%	117
Spent <\$500 on home PC (most recent purchase)	41	10.8%	123
Spent \$500-999 on home PC (most recent purchase)	67	17.5%	98
Spent \$1000-1499 on home PC (most recent purchase)	48	12.5%	96
Spent \$1500-1999 on home PC (most recent purchase)	26	6.7%	95
Spent \$2000+ on home PC (most recent purchase)	21	5.4%	88
Purchased home PC at computer superstore	43	11.2%	88
Purchased home PC at department store	17	4.5%	90
Purchased home PC direct from manufacturer	53	13.7%	99
Purchased home PC at electronics store	46	12.0%	109
Purchased home PC on Internet	26	6.7%	79
Purchased home PC at warehouse discount outlet	9	2.5%	107
HH owns desktop PC	224	58.2%	101
HH owns laptop/notebook/tablet PC	105	27.2%	88
HH owns any Apple/Mac clone brand PC	19	5.1%	79
HH owns any IBM/IBM compatible brand PC	254	66.1%	98
Brand of PC that HH owns: Compaq	36	9.5%	111
Brand of PC that HH owns: Dell	115	29.9%	97
Brand of PC that HH owns: Gateway	21	5.4%	82
Brand of PC that HH owns: Hewlett Packard	56	14.5%	94
Brand of PC that HH owns: Sony Vaio	12	3.0%	108
Child (under 18) uses home PC	74	19.3%	91
HH owns CD burner	146	38.0%	103
HH owns CD ROM drive	146	38.0%	97
HH owns DVD drive	99	25.7%	103
HH owns DVD-RW (DVD burner)	78	20.4%	99
HH owns external hard drive	51	13.3%	94
HH owns flash drive	77	19.9%	98
HH owns LAN/network interface card	35	9.2%	82
HH owns inkjet printer	170	44.2%	104
HH owns laser printer	47	12.1%	89
HH owns modem/fax modem	75	19.6%	94
HH owns removable cartridge storage device	25	6.6%	112
HH owns scanner	116	30.3%	106
HH owns PC speakers	167	43.5%	104
HH owns tape backup	9	2.4%	88
HH owns webcam	40	10.5%	92
HH owns software: accounting	34	8.9%	100
HH owns software: communications/fax	28	7.4%	89
HH owns software: database/filing	36	9.3%	115
HH owns software: desktop publishing	46	12.1%	99

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Owensville, OH
Owensville village, OH (3959220)
Geography: Place

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	33	8.6%	86
HH owns software: entertainment/games	117	30.4%	105
HH owns software: online meeting/conference	7	1.9%	64
HH owns software: personal finance/tax prep	50	13.0%	92
HH owns software: presentation graphics	32	8.5%	104
HH owns software: multimedia	60	15.7%	102
HH owns software: networking	40	10.4%	93
HH owns software: security/anti-virus	114	29.7%	106
HH owns software: spreadsheet	87	22.7%	98
HH owns software: utility	28	7.4%	103
HH owns software: web authoring	13	3.4%	98
HH owns software: word processing	130	33.8%	101
Spent \$500+ on software for home PC in last 12 mo	7	1.8%	76
Purchased computer book in last 12 months	15	3.9%	90
HH owns fax machine	16	4.3%	69
Purchased audio equipment in last 12 months	35	9.1%	94
Purchased headphones in last 12 months	12	3.0%	78
HH owns camcorder	76	19.8%	102
Purchased camcorder in last 12 months	6	1.7%	74
HH owns CD player	182	47.4%	103
Purchased CD player in last 12 months	16	4.2%	108
HH owns DVD player	251	65.5%	99
Purchased DVD player in last 12 months	38	9.9%	102
HH owns 1 TV	80	20.8%	106
HH owns 2 TVs	98	25.6%	97
HH owns 3 TVs	77	20.1%	89
HH owns 4+ TVs	83	21.5%	103
HH owns miniature screen TV (<13 in)	28	7.2%	92
Most recent TV purchase: miniature screen (<13 in)	7	1.9%	66
HH owns regular screen TV (13-26 in)	176	45.9%	105
Most recent TV purchase: regular screen (13-26 in)	99	25.7%	111
HH owns large screen TV (27-35 in)	179	46.6%	100
Most recent TV purchase: large screen (27-35 in)	125	32.5%	103
HH owns big screen TV (36-42 in)	63	16.5%	87
Most recent TV purchase: big screen (36-42 in)	45	11.6%	83
HH owns giant screen TV (over 42 in)	53	13.7%	97
Most recent TV purchase: giant screen (over 42 in)	41	10.8%	96
HH owns LCD TV	70	18.2%	95
HH owns plasma TV	27	6.9%	85
HH owns projection TV	20	5.1%	96
HH owns video game system	123	31.9%	96
Purchased video game system in last 12 months	42	10.9%	102
HH owns video game system: handheld	56	14.7%	95
HH owns video game system: attached to TV/computer	106	27.7%	93
HH owns video game system: Game Boy	24	6.3%	91
HH owns video game system: Game Boy Advance/SP	24	6.2%	95
HH owns video game system: Nintendo DS	31	8.0%	106

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Electronics and Internet Market Potential

Owensville, OH
Owensville village, OH (3959220)
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	16	4.3%	83
HH owns video game system: Nintendo Wii	23	6.0%	89
HH owns video game system: PlayStation 2	61	15.9%	96
HH owns video game system: PlayStation 3	12	3.1%	86
HH owns video game system: Sony PlayStation/PS One	12	3.3%	77
HH owns video game system: Sony PSP	11	2.8%	98
HH owns video game system: Xbox	22	5.6%	96
HH owns video game system: Xbox 360	21	5.5%	85
HH purchased 5+ video games in last 12 months	27	7.0%	108
HH spent \$101+ on video games in last 12 months	31	8.1%	100
Owns MP3 player	166	26.5%	99
Purchased MP3 player in last 12 months	62	10.0%	97
Owns Apple iPod	64	10.2%	92
Purchased Apple iPod in last 12 months	20	3.2%	95
Have any access to the Internet	534	85.5%	101
Have access to Internet: at home	426	68.2%	97
Have access to Internet: at work	231	36.9%	99
Have access to Internet: at school/library	167	26.7%	106
Have access to Internet: not hm/work/school/library	124	19.8%	102
Use Internet less than once a week	22	3.6%	88
Use Internet 1-2 times per week	39	6.3%	113
Use Internet 3-6 times per week	51	8.1%	102
Use Internet once a day	77	12.3%	111
Use Internet 2-4 times per day	111	17.8%	101
Use Internet 5 or more times per day	134	21.5%	86
Any Internet or online usage in last 30 days	435	69.5%	99
Used Internet in last 30 days: at home	372	59.5%	96
Used Internet in last 30 days: at work	184	29.5%	93
Used Internet in last 30 days: at school/library	37	5.9%	77
Used Internet/30 days: not home/work/school/library	56	9.0%	97
Internet last 30 days: used email	369	59.1%	95
Internet last 30 days: used Instant Messenger	135	21.5%	85
Internet last 30 days: paid bills online	190	30.5%	92
Internet last 30 days: visited online blog	40	6.5%	67
Internet last 30 days: wrote online blog	17	2.7%	74
Internet last 30 days: visited chat room	18	2.8%	62
Internet last 30 days: looked for employment	74	11.8%	90
Internet last 30 days: played games online	126	20.2%	96
Internet last 30 days: traded/tracked investments	60	9.5%	86
Internet last 30 days: downloaded music	95	15.2%	83
Internet last 30 days: made phone call	11	1.7%	48
Internet last 30 days: made personal purchase	181	29.0%	94
Internet last 30 days: made business purchase	56	8.9%	94
Internet last 30 days: made travel plans	99	15.9%	92
Internet last 30 days: watched online video	114	18.3%	95
Internet last 30 days: obtained new/used car info	53	8.5%	96
Internet last 30 days: obtained financial info	126	20.1%	84
Internet last 30 days: obtained medical info	94	15.1%	90
Internet last 30 days: obtained latest news	231	36.9%	96
Internet last 30 days: obtained real estate info	62	10.0%	92

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Owensville, OH
Owensville village, OH (3959220)
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	141	22.6%	97
Ordered anything on Internet in last 12 months	203	32.4%	94
Ordered on Internet/12 mo: airline ticket	86	13.8%	82
Ordered on Internet/12 mo: CD/tape	23	3.7%	84
Ordered on Internet/12 mo: clothing	79	12.7%	87
Ordered on Internet/12 mo: computer	17	2.7%	79
Ordered on Internet/12 mo: computer peripheral	20	3.3%	74
Ordered on Internet/12 mo: DVD	44	7.0%	107
Ordered on Internet/12 mo: flowers	23	3.7%	79
Ordered on Internet/12 mo: software	33	5.3%	93
Ordered on Internet/12 mo: tickets (concerts etc.)	52	8.2%	86
Ordered on Internet/12 mo: toy	24	3.9%	77
Purchased item from amazon.com in last 12 months	68	10.9%	77
Purchased item from barnes&noble.com in last 12 mo	15	2.4%	75
Purchased item from bestbuy.com in last 12 months	15	2.4%	95
Purchased item from ebay.com in last 12 months	60	9.7%	103
Purchased item from walmart.com in last 12 months	27	4.4%	105
Spent on Internet orders last 12 months: <\$100	36	5.8%	106
Spent on Internet orders last 12 months: \$100-199	30	4.8%	89
Spent on Internet orders last 12 months: \$200-499	53	8.5%	101
Spent on Internet orders last 12 months: \$500+	71	11.3%	78
Connection to Internet from home: dial-up modem	44	7.0%	85
Connection to Internet from home: cable modem	168	26.9%	100
Connection to Internet from home: DSL	157	25.2%	102
Connection to Internet from home: wireless	76	12.2%	88
Connection to Internet from home: any broadband	368	58.9%	100
DVDs rented in last 30 days: 1	14	2.3%	85
DVDs rented in last 30 days: 2	34	5.4%	117
DVDs rented in last 30 days: 3	22	3.5%	110
DVDs rented in last 30 days: 4	22	3.5%	91
DVDs rented in last 30 days: 5+	92	14.7%	112
Rented video tape/DVD last month: action/adventure	137	21.9%	108
Rented video tape/DVD last month: classic	30	4.7%	92
Rented video tape/DVD last month: comedy	134	21.5%	104
Rented video tape/DVD last month: drama	92	14.8%	108
Rented video tape/DVD last month: family/children	71	11.4%	128
Rented video tape/DVD last month: foreign	10	1.6%	81
Rented video tape/DVD last month: horror	55	8.8%	119
Rented video tape/DVD last month: romance	64	10.3%	136
Rented video tape/DVD last month: science fiction	40	6.4%	120
Rented video tape/DVD last mo at Blockbuster Video	69	11.0%	91
Rented video tape/DVD last mo at Hollywood Video	19	3.1%	74
Bought video tape/DVD last month: action/adventure	57	9.2%	109
Bought video tape/DVD last month: classic	24	3.8%	141
Bought video tape/DVD last month: comedy	54	8.6%	107
Bought video tape/DVD last month: drama	27	4.4%	100
Bought video tape/DVD last month: family/children	40	6.3%	108
Bought video tape/DVD last month: horror	22	3.5%	112
Bought video tape/DVD last month: romance	22	3.5%	138

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Electronics and Internet Market Potential

Owensville, OH
Owensville village, OH (3959220)
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	16	2.5%	103
Bought blank video tape in last 6 months	82	13.1%	116
Bought 7+ blank video tapes in last 6 months	19	3.1%	117
DVDs purchased in last 30 days: 1	26	4.1%	84
DVDs purchased in last 30 days: 2	34	5.4%	115
DVDs purchased in last 30 days: 3-4	28	4.5%	97
DVDs purchased in last 30 days: 5+	33	5.3%	101
Bought any camera in last 12 months	79	12.6%	98
Spent on cameras in last 12 months: <\$100	21	3.3%	76
Spent on cameras in last 12 months: \$100-199	15	2.5%	80
Spent on cameras in last 12 months: \$200+	28	4.5%	113
Own APS (point & shoot or SLR) camera	22	3.5%	128
Own digital camera	223	35.8%	108
Bought digital camera in last 12 months	44	7.1%	103
Own digital point & shoot camera	179	28.6%	115
Bought digital point & shoot camera in last 12 mo	36	5.8%	116
Own digital SLR camera	52	8.4%	90
Bought digital SLR camera in last 12 months	11	1.8%	78
Own 35mm auto focus point & shoot camera	35	5.5%	120
Own 35mm auto focus single lens reflex camera	15	2.4%	101
Own 35mm auto focus zoom camera	32	5.1%	91
Own 35mm single lens reflex camera	19	3.0%	101
Own Canon camera	94	15.0%	96
Bought Canon camera in last 12 months	10	1.7%	75
Own Fuji camera	26	4.1%	103
Own Kodak camera	86	13.8%	116
Bought Kodak camera in last 12 months	23	3.7%	124
Own Nikon camera	31	5.0%	92
Own Olympus camera	25	4.0%	88
Own Polaroid camera	14	2.2%	91
Bought any camera accessory in last 12 months	271	43.4%	102
Bought film in last 12 months	120	19.2%	100
Bought film in last 12 months: <3 rolls	59	9.4%	106
Bought film in last 12 months: 3-6 rolls	33	5.2%	84
Bought film in last 12 months: 7+ rolls	28	4.5%	106
Bought film in last 12 mo: APS (color prints)	13	2.1%	78
Bought film in last 12 mo: instant developing	9	1.4%	72
Bought film in last 12 mo: 35mm (black & white)	5	0.8%	84
Bought film in last 12 mo: 35mm (color prints)	73	11.7%	102
Bought Fuji film in last 12 months	34	5.5%	108
Bought Kodak film in last 12 months	75	12.0%	101
Bought store-brand film in last 12 months	13	2.1%	98
Purchased film in last 12 mo: department store	20	3.2%	86
Purchased film in last 12 mo: discount store	32	5.1%	107

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Owensville, OH
Owensville village, OH (3959220)
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Purchased film in last 12 mo: drug store	29	4.6%	99
Purchased film in last 12 mo: grocery store	14	2.3%	104
Purchased film in last 12 mo: 1 hour service store	16	2.6%	101
Had film processed at discount store	26	4.1%	126
Had film processed at drug store	26	4.1%	98
Had film processed at 1 hour service store	18	2.8%	99
Bought memory card for camera in last 12 months	39	6.3%	81
Own memory card for camera	167	26.7%	108

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March 27, 2012



Financial Investments Market Potential

Owensville, OH
Owensville village, OH (3959220)
Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		856	874
Population 18+		625	642
Households		384	393
Median Household Income		\$47,420	\$56,422
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank	342	54.7%	111
Bank/financial institution: use savings & loan	80	12.8%	122
Bank/financial institution: use credit union	150	24.0%	106
Bank/financial institution: use fed savings bank	12	1.9%	83
Bank/financial institution: use mutual funds co	20	3.2%	98
Bank/financial institution: use Internet Bank	22	3.5%	82
Used ATM/cash machine in last 12 months	318	50.9%	100
Banked in person in last 12 months	370	59.2%	114
Banked by mail in last 12 months	34	5.4%	102
Banked by phone in last 12 months	107	17.1%	114
Did banking over the Internet in last 12 months	169	27.0%	99
Used direct deposit of paycheck in last 12 months	264	42.2%	109
Have interest checking account	220	35.2%	109
Have non-interest checking account	178	28.5%	107
Have money market account	73	11.7%	95
Have savings account	254	40.6%	112
Have 401K retirement savings	112	17.9%	101
Have IRA retirement savings	103	16.5%	109
Have auto loan for new car	76	12.2%	105
Have personal loan for education only	18	2.9%	71
Have personal loan-not for education	18	2.9%	114
Have home mortgage (1st)	118	18.9%	98
Have 2nd mortgage (equity loan)	35	5.6%	89
Have home equity line of credit	35	5.6%	93
Have personal line of credit	24	3.8%	85
Have overdraft protection	83	13.3%	100
Own any securities investment	178	28.5%	114
Own annuities	27	4.3%	142
Own certificate of deposit (6 months or less)	20	3.2%	91
Own certificate of deposit (more than 6 months)	44	7.0%	126
Own common/preferred stock in company you work for	12	1.9%	64
Own common stock in company you don't work for	43	6.9%	109
Own insured money market account (bank)	11	1.8%	85
Own shares in money market fund	40	6.4%	96
Own shares in mutual fund (bonds)	39	6.2%	105
Own shares in mutual fund (stock)	59	9.4%	100
Own any stock	58	9.3%	101
Own stock with market value <\$10000	20	3.2%	103
Own stock with market value \$10000-49999	17	2.7%	109
Own stock with market value \$50000+	14	2.2%	90

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Investments Market Potential

Owensville, OH
Owensville village, OH (3959220)
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Own U.S. savings bond	41	6.6%	96
Used financial planning counsel in last 12 months	50	8.0%	102
Used full service brokerage firm in last 12 months	44	7.0%	114
Own any credit/debit card (in own name)	496	79.4%	107
Own American Express card (in own name)	55	8.8%	71
Own Discover card (in own name)	96	15.4%	137
Own MasterCard (in own name)	207	33.1%	97
Own Visa (in own name)	331	53.0%	108
Own any department store credit card (in own name)	208	33.3%	107
Avg monthly credit card expenditures: <\$111	95	15.2%	110
Avg monthly credit card expenditures: \$111-225	66	10.6%	136
Avg monthly credit card expenditures: \$226-450	51	8.2%	109
Avg monthly credit card expenditures: \$451-700	43	6.9%	108
Avg monthly credit card expenditures: \$701+	71	11.4%	85

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March 27, 2012



Pets and Products Market Potential

Owensville, OH
Owensville village, OH (3959220)
Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		856	874
Population 18+		625	642
Households		384	393
Median Household Income		\$47,420	\$56,422
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	202	52.6%	102
HH owns any bird	11	2.9%	99
HH owns any cat	105	27.3%	113
HH owns any dog	139	36.2%	96
HH owns 1 cat	55	14.3%	112
HH owns 2+ cats	50	13.0%	112
HH owns 1 dog	85	22.1%	94
HH owns 2+ dogs	55	14.3%	98
HH used canned cat food in last 6 months	50	13.0%	112
HH used <4 cans of cat food in last 7 days	21	5.5%	126
HH used 8+ cans of cat food in last 7 days	13	3.4%	94
HH used packaged dry cat food in last 6 months	102	26.6%	114
HH used <5 pounds of packaged dry cat food last mo	34	8.9%	108
HH used 11+ pounds of packaged dry cat food last mo	34	8.9%	123
HH used cat treats in last 6 months	39	10.2%	99
HH used cat litter in last 6 months	88	22.9%	112
HH used canned dog food in last 6 months	45	11.7%	88
HH used packaged dry dog food in last 6 months	135	35.2%	97
HH used <10 pounds of pkgd dry dog food last month	64	16.7%	100
HH used 25+ pounds of pkgd dry dog food last month	43	11.2%	102
HH used dog biscuits/treats in last 6 months	111	28.9%	98
HH used <2 packages of dog biscuits/treats last mo	53	13.8%	93
HH used 4+ packages of dog biscuits/treats last mo	22	5.7%	103
HH used flea/tick care prod for cat/dog last 12 mo	130	33.9%	100
HH member took pet to vet in last 12 mo: 1 time	51	13.3%	105
HH member took pet to vet in last 12 mo: 2 times	39	10.2%	92
HH member took pet to vet in last 12 mo: 3 times	21	5.5%	97
HH member took pet to vet in last 12 mo: 4 times	18	4.7%	113
HH member took pet to vet in last 12 mo: 5+ times	18	4.7%	84
Bought pet food from vet in last 12 months	20	5.2%	102
Bought flea control product from vet in last 12 mo	58	15.1%	113

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March 27, 2012

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Health and Beauty Market Potential

Owensville, OH
Owensville village, OH (3959220)
Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		856	874
Population 18+		625	642
Households		384	393
Median Household Income		\$47,420	\$56,422
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week	177	28.3%	94
Exercise at club 2+ times per week	79	12.6%	103
Exercise at other facility (not club) 2+ times/wk	46	7.4%	91
Own stationary bicycle	35	5.6%	99
Own treadmill	72	11.5%	118
Own weight lifting equipment	71	11.4%	88
Presently controlling diet	266	42.6%	103
Diet control for blood sugar level	50	8.0%	109
Diet control for cholesterol level	68	10.9%	107
Diet control to maintain weight	72	11.5%	103
Diet control for physical fitness	69	11.0%	111
Diet control for salt restriction	24	3.8%	115
Diet control for weight loss	92	14.7%	104
Used doctor's care/diet for diet method	17	2.7%	90
Used exercise program for diet method	52	8.3%	98
Used Weight Watchers as diet method	13	2.1%	68
Buy foods specifically labeled as fat-free	117	18.7%	107
Buy foods specifically labeled as high fiber	68	10.9%	95
Buy foods specifically labeled as high protein	31	5.0%	91
Buy foods specifically labeled as lactose-free	9	1.4%	78
Buy foods specifically labeled as low-calorie	72	11.5%	106
Buy foods specifically labeled as low-carb	45	7.2%	93
Buy foods specifically labeled as low-cholesterol	51	8.2%	99
Buy foods specifically labeled as low-fat	86	13.8%	103
Buy foods specifically labeled as low-sodium	53	8.5%	94
Buy foods specifically labeled as natural/organic	44	7.0%	84
Buy foods specifically labeled as sugar-free	75	12.0%	90
Used butter alternatives in last 6 months	21	3.4%	80
Used egg alternatives in last 6 months	66	10.6%	74
Used salt alternatives in last 6 months	184	29.4%	106
Drank meal/dietary supplement in last 6 months	42	6.7%	92
Used nutrition/energy bar in last 6 months	84	13.4%	95
Drank sports drink/thirst quencher in last 6 mo	179	28.6%	90
Used vitamin/dietary supplement in last 6 months	307	49.1%	101
Vitamin/dietary suppl used/6 mo: antioxidant	18	2.9%	99
Vitamin/dietary suppl used/6 mo: B complex	37	5.9%	122
Vitamin/dietary suppl used/6 mo: B complex+C	10	1.6%	82
Vitamin/dietary suppl used/6 mo: B-6	13	2.1%	102
Vitamin/dietary suppl used/6 mo: B-12	40	6.4%	113
Vitamin/dietary suppl used/6 mo: C	59	9.4%	112
Vitamin/dietary suppl used/6 mo: calcium	77	12.3%	114

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March 27, 2012

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Health and Beauty Market Potential

Owensville, OH
Owensville village, OH (3959220)
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	42	6.7%	136
Vitamin/dietary suppl used/6 mo: E	37	5.9%	119
Vitamin/dietary suppl used/6 mo: garlic	10	1.6%	94
Vitamin/dietary suppl used/6 mo: glucosamine	34	5.4%	118
Vitamin/dietary suppl used/6 mo: multiple formula	86	13.8%	117
Vitamin/dietary suppl used/6 mo: multiple w/iron	20	3.2%	74
Vitamin/dietary suppl used/6 mo: mult w/minerals	40	6.4%	108
Vitamin/dietary suppl used/6 mo: zinc	22	3.5%	152
Vitamin/dietary suppl/6 mo: Caltrate 600	17	2.7%	103
Vitamin/dietary suppl/6 mo: Centrum	34	5.4%	93
Vitamin/dietary suppl/6 mo: Nature Made	34	5.4%	93
Visited doctor in last 12 months	497	79.5%	102
Visited doctor in last 12 months: 1-3 times	190	30.4%	90
Visited doctor in last 12 months: 4-7 times	166	26.6%	119
Visited doctor in last 12 months: 8+ times	140	22.4%	104
Visited doctor in last 12 mo: allergist	12	1.9%	80
Visited doctor in last 12 mo: cardiologist	46	7.4%	104
Visited doctor in last 12 mo: chiropractor	55	8.8%	118
Visited doctor in last 12 mo: dentist	270	43.2%	114
Visited doctor in last 12 mo: dermatologist	48	7.7%	108
Visited doctor in last 12 mo: ear/nose/throat	27	4.3%	94
Visited doctor in last 12 mo: eye	144	23.0%	111
Visited doctor in last 12 mo: general/family	295	47.2%	111
Visited doctor in last 12 mo: internist	41	6.6%	90
Visited doctor in last 12 mo: physical therapist	24	3.8%	85
Visited doctor in last 12 mo: podiatrist	19	3.0%	90
Visited doctor in last 12 mo: urologist	30	4.8%	124
Visited nurse practitioner in last 12 months	25	4.0%	95
Wear regular/sun/tinted prescription eyeglasses	238	38.1%	111
Wear bi-focals	130	20.8%	132
Wear disposable contact lenses	36	5.8%	89
Wear soft contact lenses	58	9.3%	106
Spent on contact lenses in last 12 mo: <\$100	23	3.7%	132
Spent on contact lenses in last 12 mo: \$100-199	20	3.2%	86
Spent on contact lenses in last 12 mo: \$200+	13	2.1%	69
Bought prescription eyewear: discount optical ctr	46	7.4%	92
Bought prescription eyewear: from eye doctor	198	31.7%	123
Bought prescription eyewear: retail optical chain	68	10.9%	98
Used prescription drug for allergy/hay fever	40	6.4%	91
Used prescription drug for anxiety/panic	22	3.5%	86
Used prescription drug for arthritis/rheumatism	11	1.8%	67
Used prescription drug for asthma	25	4.0%	98
Used prescription drug for backache/back pain	49	7.8%	106
Used prescription drug for depression	36	5.8%	98
Used prescr drug for diabetes (insulin dependent)	12	1.9%	97
Used prescr drug for diabetes (non-insulin)	24	3.8%	103
Used prescription drug for eczema/skin itch/rash	11	1.8%	84

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Health and Beauty Market Potential

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Owensville village, OH (3959220)
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	43	6.9%	104
Used prescription drug for high blood pressure	87	13.9%	112
Used prescription drug for high cholesterol	60	9.6%	110
Used prescription drug for migraine headache	33	5.3%	143
Used prescription drug for sinus congest./headache	34	5.4%	112
Used prescription drug for urinary tract infection	24	3.8%	123
Used last 6 mo: adhesive bandages	357	57.1%	103
Used last 6 mo: athlete's foot/foot care product	73	11.7%	84
Used last 6 mo: cold/sinus/allergy med (nonprescr)	303	48.5%	102
Used last 6 mo: children's cold tablets/liquids	74	11.8%	78
Used last 6 mo: contact lens cleaning solution	72	11.5%	94
Used last 6 mo: cotton swabs	321	51.4%	107
Used last 6 mo: cough/sore throat drops (nonprescr)	301	48.2%	102
Used last 6 mo: cough syrup/suppressant (nonprescr)	200	32.0%	93
Used last 6 mo: children's cough syrup	73	11.7%	82
Used last 6 mo: diarrhea remedy	104	16.6%	101
Used last 6 mo: eye wash and drops	198	31.7%	104
Used last 6 mo: headache/pain reliever (nonprescr)	539	86.2%	103
Used last 6 mo: hemorrhoid remedy	48	7.7%	86
Used last 6 mo: indigestion/upset stomach remedy	287	45.9%	102
Used last 6 mo: lactose intolerance product	14	2.2%	63
Used last 6 mo: laxative/fiber supplement	83	13.3%	96
Used last 6 mo: medicated skin ointment	180	28.8%	92
Used last 6 mo: medicated throat remedy	75	12.0%	105
Used last 6 mo: nasal spray	85	13.6%	86
Used last 6 mo: pain reliever/fever reducer (kids)	121	19.4%	87
Used last 6 mo: pain relieving rub/liquid/patch	151	24.2%	96
Used last 6 mo: sleeping tablets (nonprescription)	24	3.8%	71
Used last 12 mo: sunburn remedy	105	16.8%	109
Used last 12 mo: suntan/sunscreen product	266	42.6%	111
Used last 12 mo: SPF 15+ suntan/sunscreen product	209	33.4%	111
Used last 6 mo: toothache/gum/canker sore remedy	99	15.8%	94
Used last 6 mo: vitamins for children	72	11.5%	78
Used body powder in last 6 months	149	23.8%	86
Used body powder <3 times in last 7 days	61	9.8%	83
Used body powder 8+ times in last 7 days	6	1.0%	44
Used body wash/shower gel in last 6 months	335	53.6%	103
Used breath freshener in last 6 months	292	46.7%	100
Used complexion care product in last 6 months	279	44.6%	94
Used complexion care product <7 times last week	73	11.7%	85
Used complexion care product 11+ times last week	98	15.7%	94
Used complexion care prod: dry facial skin type	38	6.1%	83
Used complexion care prod: normal facial skin type	102	16.3%	107
Used complexion care prod: oily facial skin type	33	5.3%	87
Used dental floss in last 6 months	397	63.5%	102

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



Health and Beauty Market Potential

Owensville, OH
Owensville village, OH (3959220)
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	114	18.2%	90
Used denture adhesive/fixative in last 6 months	40	6.4%	102
Used denture cleaner in last 6 months	64	10.2%	92
Used deodorant/antiperspirant in last 6 months	589	94.2%	101
Used deodorant/antiperspirant <8 times last week	447	71.5%	104
Used deodorant/antiperspirant 15+ times last week	29	4.6%	77
Used disposable razor in last 6 months	338	54.1%	103
Used electric shaver in last 6 months	123	19.7%	104
Used hair coloring product (at home) last 6 months	114	18.2%	91
Used hair conditioner (at home) in last 6 months	382	61.1%	98
Used hair conditioning treatment (at home)/6 mo	122	19.5%	83
Used hair growth product in last 6 months	12	1.9%	84
Used hair mousse in last 6 months	106	17.0%	98
Used hair spray (at home) in last 6 months	228	36.5%	101
Used hair styling gel/lotion in last 6 months	157	25.1%	94
Used hand & body cream/lotion/oil in last 6 months	443	70.9%	98
Used hand & body cream/lotion/oil <5 times last wk	119	19.0%	89
Used hand & body cream/lotion/oil 9+ times last wk	153	24.5%	99
Used hand & body cream in last 6 months	88	14.1%	80
Used hand & body lotion in last 6 months	296	47.4%	97
Used hand & body oil in last 6 months	22	3.5%	68
Used lip care in last 6 months	357	57.1%	96
Used liquid soap/hand sanitizer in last 6 months	491	78.6%	102
Used mouthwash in last 6 months	384	61.4%	93
Used mouthwash <4 times in last 7 days	123	19.7%	92
Used mouthwash 8+ times in last 7 days	79	12.6%	80
Used shampoo (at home) in last 6 months	570	91.2%	99
Used shampoo plus conditioner prod (at home)/6 mo	112	17.9%	93
Used shaving cream/gel in last 6 months	329	52.6%	101
Used personal care soap (bar) in last 6 months	506	81.0%	97
Used personal care soap for antibacterial purpose	129	20.6%	107
Used personal care soap for complexion	43	6.9%	100
Used personal care soap for deodorant	102	16.3%	101
Use personal care soap for moisturizing	131	21.0%	97
Bought toothbrush in last 6 months	541	86.6%	102
Bought electric toothbrush in last 6 months	33	5.3%	79
Used toothpaste in last 6 months	594	95.0%	99
Used toothpaste <8 times in last 7 days	202	32.3%	101
Used toothpaste 15+ times in last 7 days	92	14.7%	91
Used toothpaste with baking soda in last 6 months	59	9.4%	82
Used toothpaste (gel) in last 6 months	186	29.8%	107
Used toothpaste (paste) in last 6 months	299	47.8%	99
Used whitening toothpaste in last 6 months	222	35.5%	102
Used tooth whitener (not toothpaste) last 6 months	61	9.8%	92
Had professional manicure/pedicure last 6 months	92	14.7%	86
Had professional facial/massage last 6 months	41	6.6%	70
Spent \$100+ at barber shops in last 6 months	31	5.0%	92
Spent \$100+ at beauty parlors in last 6 months	105	16.8%	106

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March 27, 2012

Made with Esri Business Analyst



Restaurant Market Potential

Owensville, OH
Owensville village, OH (3959220)
Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015	
Population		856	874	
Population 18+		625	642	
Households		384	393	
Median Household Income		\$47,420	\$56,422	
		Expected Number of		
Product/Consumer Behavior	Adults	Percent	MPI	
Went to family restaurant/steak house in last 6 months		451	72.2%	100
Family restaurant/steak house last month: <2 times		158	25.3%	98
Family restaurant/steak house last month: 2-4 times		169	27.0%	100
Family restaurant/steak house last month: 5+ times		124	19.8%	102
Family restaurant/steak house last 6 months: breakfast		80	12.8%	97
Family restaurant/steak house last 6 months: lunch		171	27.4%	110
Family restaurant/steak house last 6 months: snack		14	2.2%	80
Family restaurant/steak house last 6 months: dinner		329	52.6%	99
Family restaurant/steak house last 6 months: weekday		252	40.3%	105
Family restaurant/steak house last 6 months: weekend		277	44.3%	100
Family restaurant/steak house last 6 months: Applebee's		194	31.0%	123
Family restaurant/steak house last 6 months: Bennigan's		11	1.8%	80
Family restaurant/steak house last 6 months: Bob Evans Farm		41	6.6%	143
Family restaurant/steak house last 6 months: Cheesecake Factory		24	3.8%	58
Family restaurant/steak house last 6 months: Chili's Grill & Bar		60	9.6%	83
Family restaurant/steak house last 6 months: Cracker Barrel		70	11.2%	101
Family restaurant/steak house last 6 months: Denny's		51	8.2%	90
Family restaurant/steak house last 6 months: Friendly's		17	2.7%	68
Family restaurant/steak house last 6 months: Golden Corral		39	6.2%	86
Family restaurant/steak house last 6 months: Intl Hse of Pancakes		66	10.6%	91
Family restaurant/steak house last 6 months: Lone Star Steakhouse		22	3.5%	129
Family restaurant/steak house last 6 months: Old Country Buffet		13	2.1%	73
Family restaurant/steak house last 6 months: Olive Garden		125	20.0%	112
Family restaurant/steak house last 6 months: Outback Steakhouse		64	10.2%	89
Family restaurant/steak house last 6 months: Perkins		39	6.2%	172
Family restaurant/steak house last 6 months: Red Lobster		83	13.3%	99
Family restaurant/steak house last 6 months: Red Robin		38	6.1%	108
Family restaurant/steak house last 6 months: Ruby Tuesday		45	7.2%	86
Family restaurant/steak house last 6 months: Ryan's		16	2.6%	68
Family restaurant/steak house last 6 months: Sizzler		27	4.3%	143
Family restaurant/steak house last 6 months: T.G.I. Friday's		46	7.4%	72
Went to fast food/drive-in restaurant in last 6 months		567	90.7%	102
Went to fast food/drive-in restaurant <6 times/month		227	36.3%	104
Went to fast food/drive-in restaurant 6-13 times/month		188	30.1%	104
Went to fast food/drive-in restaurant 14+ times/month		153	24.5%	98
Fast food/drive-in last 6 months: breakfast		166	26.6%	97
Fast food/drive-in last 6 months: lunch		384	61.4%	104
Fast food/drive-in last 6 months: snack		98	15.7%	90
Fast food/drive-in last 6 months: dinner		329	52.6%	109

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Restaurant Market Potential

Owensville, OH
Owensville village, OH (3959220)
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: weekday	439	70.2%	106
Fast food/drive-in last 6 months: weekend	312	49.9%	103
Fast food/drive-in last 6 months: A & W	29	4.6%	102
Fast food/drive-in last 6 months: Arby's	144	23.0%	112
Fast food/drive-in last 6 months: Boston Market	13	2.1%	44
Fast food/drive-in last 6 months: Burger King	247	39.5%	109
Fast food/drive-in last 6 months: Captain D's	18	2.9%	56
Fast food/drive-in last 6 months: Carl's Jr.	37	5.9%	95
Fast food/drive-in last 6 months: Checkers	15	2.4%	75
Fast food/drive-in last 6 months: Chick-fil-A	69	11.0%	86
Fast food/drive-in last 6 months: Chipotle Mex. Grill	24	3.8%	63
Fast food/drive-in last 6 months: Chuck E. Cheese	22	3.5%	79
Fast food/drive-in last 6 months: Church's Fr. Chicken	12	1.9%	45
Fast food/drive-in last 6 months: Dairy Queen	143	22.9%	143
Fast food/drive-in last 6 months: Del Taco	13	2.1%	62
Fast food/drive-in last 6 months: Domino's Pizza	81	13.0%	96
Fast food/drive-in last 6 months: Dunkin' Donuts	48	7.7%	67
Fast food/drive-in last 6 months: Fuddruckers	13	2.1%	75
Fast food/drive-in last 6 months: Hardee's	46	7.4%	108
Fast food/drive-in last 6 months: Jack in the Box	64	10.2%	99
Fast food/drive-in last 6 months: KFC	180	28.8%	104
Fast food/drive-in last 6 months: Little Caesars	52	8.3%	114
Fast food/drive-in last 6 months: Long John Silver's	46	7.4%	116
Fast food/drive-in last 6 months: McDonald's	368	58.9%	105
Fast food/drive-in last 6 months: Panera Bread	49	7.8%	80
Fast food/drive-in last 6 months: Papa John's	62	9.9%	114
Fast food/drive-in last 6 months: Pizza Hut	177	28.3%	128
Fast food/drive-in last 6 months: Popeyes	18	2.9%	39
Fast food/drive-in last 6 months: Quiznos	57	9.1%	101
Fast food/drive-in last 6 months: Sonic Drive-In	70	11.2%	95
Fast food/drive-in last 6 months: Starbucks	75	12.0%	81
Fast food/drive-in last 6 months: Steak n Shake	35	5.6%	111
Fast food/drive-in last 6 months: Subway	231	37.0%	117
Fast food/drive-in last 6 months: Taco Bell	208	33.3%	103
Fast food/drive-in last 6 months: Wendy's	210	33.6%	108
Fast food/drive-in last 6 months: Whataburger	17	2.7%	56
Fast food/drive-in last 6 months: White Castle	22	3.5%	87
Fast food/drive-in last 6 months: eat in	236	37.8%	100
Fast food/drive-in last 6 months: home delivery	68	10.9%	104
Fast food/drive-in last 6 months: take-out/drive-thru	357	57.1%	109
Fast food/drive-in last 6 months: take-out/walk-in	158	25.3%	103

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Owensville, OH
Owensville village, OH (3959220)
Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		856	874
Population 18+		625	642
Households		384	393
Median Household Income		\$47,420	\$56,422
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	40	6.4%	65
Participated in archery	16	2.6%	96
Participated in backpacking/hiking	68	10.9%	115
Participated in baseball	28	4.5%	86
Participated in basketball	65	10.4%	111
Participated in bicycling (mountain)	21	3.4%	91
Participated in bicycling (road)	68	10.9%	113
Participated in boating (power)	42	6.7%	109
Participated in bowling	71	11.4%	97
Participated in canoeing/kayaking	33	5.3%	110
Participated in downhill skiing	16	2.6%	88
Participated in fishing (fresh water)	92	14.7%	112
Participated in fishing (salt water)	29	4.6%	102
Participated in football	35	5.6%	90
Participated in Frisbee	39	6.2%	114
Participated in golf	72	11.5%	111
Play golf < once a month	19	3.0%	77
Play golf 1+ times a month	42	6.7%	125
Participated in horseback riding	20	3.2%	105
Participated in hunting with rifle	28	4.5%	92
Participated in hunting with shotgun	29	4.6%	109
Participated in ice skating	15	2.4%	83
Participated in jogging/running	59	9.4%	89
Participated in martial arts	8	1.3%	91
Participated in motorcycling	26	4.2%	113
Participated in Pilates	18	2.9%	88
Participated in roller skating	13	2.1%	99
Participated in snowboarding	9	1.4%	75
Participated in soccer	15	2.4%	56
Participated in softball	27	4.3%	111
Participated in swimming	125	20.0%	103
Participated in target shooting	26	4.2%	108
Participated in tennis	19	3.0%	71
Participated in volleyball	18	2.9%	82
Participated in walking for exercise	193	30.9%	104
Participated in weight lifting	68	10.9%	92
Participated in yoga	22	3.5%	61
Spent on high end sports/recreation equipment/12 mo: <\$250	32	5.1%	116
Spent on high end sports/recreation equipment/12 mo: \$250+	26	4.2%	107
Attend sports event: auto racing (NASCAR)	50	8.0%	109
Attend sports event: auto racing (not NASCAR)	42	6.7%	106
Attend sports event: baseball game	93	14.9%	101

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March 27, 2012

Made with Esri Business Analyst



Sports and Leisure Market Potential

Owensville, OH
Owensville village, OH (3959220)
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	61	9.8%	123
Attend sports event: basketball game (pro)	45	7.2%	84
Attend sports event: football game (college)	85	13.6%	132
Attend sports event: football-Monday night game (pro)	36	5.8%	94
Attend sports event: football-weekend game (pro)	65	10.4%	115
Attend sports event: golf tournament	44	7.0%	127
Attend sports event: ice hockey game	40	6.4%	97
Attend sports event: soccer game	37	5.9%	96
Attend sports event: tennis match	32	5.1%	104
Attended adult education course in last 12 months	45	7.2%	109
Attended auto show in last 12 months	53	8.5%	102
Went to bar/night club in last 12 months	130	20.8%	109
Went to beach in last 12 months	149	23.8%	97
Attended dance performance in last 12 months	25	4.0%	90
Danced/went dancing in last 12 months	48	7.7%	81
Dined out in last 12 months	333	53.3%	108
Dine out < once a month	32	5.1%	109
Dine out once a month	41	6.6%	106
Dine out 2-3 times a month	84	13.4%	117
Dine out once a week	78	12.5%	108
Dine out 2+ times per week	61	9.8%	99
Gambled at casino in last 12 months	122	19.5%	122
Gambled at casino 6+ times in last 12 months	26	4.2%	153
Gambled in Atlantic City in last 12 months	13	2.1%	82
Gambled in Las Vegas in last 12 months	21	3.4%	70
Attended horse races in last 12 months	15	2.4%	81
Attended movies in last 6 months	357	57.1%	97
Attended movies in last 90 days: < once a month	211	33.8%	104
Attended movies in last 90 days: once a month	65	10.4%	102
Attended movies in last 90 days: 2-3 times a month	34	5.4%	81
Attended movies in last 90 days: once/week or more	8	1.3%	50
Prefer to see movie after second week of release	141	22.6%	95
Went to museum in last 12 months	68	10.9%	85
Attended music performance in last 12 months	160	25.6%	108
Attended country music performance in last 12 mo	39	6.2%	123
Attended rock music performance in last 12 months	68	10.9%	100
Attended classical music/opera performance/12 mo	18	2.9%	63
Went to live theater in last 12 months	70	11.2%	85
Visited a theme park in last 12 months	125	20.0%	93
Visited Disney World (FL)/12 mo: Magic Kingdom	13	2.1%	61
Visited any Sea World in last 12 months	16	2.6%	76
Visited any Six Flags in last 12 months	25	4.0%	69
Went to zoo in last 12 months	80	12.8%	100
Played backgammon in last 12 months	8	1.3%	64
Participated in book club in last 12 months	19	3.0%	96
Played billiards/pool in last 12 months	70	11.2%	116
Played bingo in last 12 months	23	3.7%	87
Did birdwatching in last 12 months	53	8.5%	136
Played board game in last 12 months	107	17.1%	105

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March 27, 2012

Made with Esri Business Analyst



Sports and Leisure Market Potential

Owensville, OH
Owensville village, OH (3959220)
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	150	24.0%	115
Played chess in last 12 months	18	2.9%	79
Cooked for fun in last 12 months	150	24.0%	115
Did crossword puzzle in last 12 months	90	14.4%	99
Participated in fantasy sports league last 12 mo	22	3.5%	108
Flew a kite in last 12 months	13	2.1%	73
Did furniture refinishing in last 12 months	26	4.2%	129
Did indoor gardening/plant care in last 12 months	67	10.7%	106
Participated in karaoke in last 12 months	26	4.2%	94
Bought lottery ticket in last 12 months	206	33.0%	95
Bought lottery ticket in last 12 mo: Daily Drawing	22	3.5%	73
Bought lottery ticket in last 12 mo: Instant Game	106	17.0%	107
Bought lottery ticket in last 12 mo: Lotto Drawing	134	21.4%	100
Played lottery: <3 times in last 30 days	96	15.4%	97
Played lottery: 3-7 times in last 30 days	58	9.3%	96
Played lottery: 8+ times in last 30 days	52	8.3%	89
Played musical instrument in last 12 months	41	6.6%	82
Did painting/drawing in last 12 months	43	6.9%	105
Did photography in last 12 months	92	14.7%	117
Read book in last 12 months	278	44.5%	109
Participated in trivia games in last 12 months	37	5.9%	98
Played video game in last 12 months	90	14.4%	108
Did woodworking in last 12 months	31	5.0%	106
Participated in word games in last 12 months	51	8.2%	86
Member of AARP	115	18.4%	119
Member of business club	12	1.9%	77
Member of charitable organization	45	7.2%	114
Member of church board	23	3.7%	85
Member of fraternal order	34	5.4%	154
Member of religious club	41	6.6%	103
Member of union	42	6.7%	128
Member of veterans club	25	4.0%	117
Bought any children`s toy/game in last 12 months	220	35.2%	102
Spent on toys/games in last 12 months: <\$50	46	7.4%	121
Spent on toys/games in last 12 months: \$50-99	17	2.7%	99
Spent on toys/games in last 12 months: \$100-199	41	6.6%	91
Spent on toys/games in last 12 months: \$200-499	71	11.4%	105
Spent on toys/games in last 12 months: \$500+	35	5.6%	97
Bought infant toy in last 12 months	54	8.6%	103
Bought pre-school toy in last 12 months	53	8.5%	105
Spent on toys/games (for child <6)/12 mo: <\$100	72	11.5%	104
Spent on toys/games (for child <6)/12 mo: \$100-199	46	7.4%	109
Spent on toys/games (for child <6)/12 mo: \$200+	44	7.0%	91
Bought for child in last 12 mo: boy action figure	48	7.7%	95
Bought for child in last 12 mo: girl action figure	17	2.7%	88
Bought for child in last 12 mo: bicycle	44	7.0%	103
Bought for child in last 12 mo: board game	78	12.5%	105

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Owensville, OH
Owensville village, OH (3959220)
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	18	2.9%	85
Bought for child in last 12 mo: car	56	9.0%	97
Bought for child in last 12 mo: construction toy	29	4.6%	94
Bought for child in last 12 mo: large/baby doll	25	4.0%	61
Bought for child in last 12 mo: fashion doll	23	3.7%	72
Bought for child in last 12 mo: plush doll/animal	46	7.4%	87
Bought for child in last 12 mo: doll accessories	17	2.7%	68
Bought for child in last 12 mo: doll clothing	22	3.5%	85
Bought for child in last 12 mo: educational toy	86	13.8%	101
Bought for child in last 12 mo: electronic game	53	8.5%	91
Bought for child in last 12 mo: mechanical toy	23	3.7%	92
Bought for child in last 12 mo: model kit/set	18	2.9%	112
Bought for child in last 12 mo: sound game	17	2.7%	97
Bought for child in last 12 mo: water toy	67	10.7%	112
Bought for child in last 12 mo: word game	26	4.2%	108
Bought book in last 12 months	321	51.4%	102
Bought 1-3 books in last 12 months	119	19.0%	97
Bought 4-9 books in last 12 months	97	15.5%	100
Bought 10+ books in last 12 months	104	16.6%	110
Bought paperback book in last 12 months	249	39.8%	105
Bought <3 paperback books in last 12 months	75	12.0%	93
Bought 3-6 paperback books in last 12 months	92	14.7%	112
Bought 7+ paperback books in last 12 months	81	13.0%	110
Bought hardcover book in last 12 months	190	30.4%	109
Bought <3 hardcover books in last 12 months	79	12.6%	103
Bought 3-5 hardcover books in last 12 months	62	9.9%	124
Bought 6+ hardcover books in last 12 months	49	7.8%	100
Bought book (fiction) in last 12 months	177	28.3%	101
Bought book (non-fiction) in last 12 months	171	27.4%	108
Bought biography in last 12 months	53	8.5%	117
Bought children's book in last 12 months	84	13.4%	106
Bought cookbook in last 12 months	64	10.2%	94
Bought desk dictionary in last 12 months	8	1.3%	63
Bought history book in last 12 months	44	7.0%	93
Bought mystery book in last 12 months	78	12.5%	111
Bought personal/business self-help book last 12 mo	34	5.4%	76
Bought religious book (not bible) last 12 months	57	9.1%	120
Bought romance book in last 12 months	41	6.6%	101
Bought science fiction book in last 12 months	28	4.5%	98
Bought book through book club in last 12 months	24	3.8%	89
Bought book at book store in last 12 months	209	33.4%	100
Bought book at Barnes & Noble in last 12 months	124	19.8%	101
Bought book at Borders in last 12 months	65	10.4%	94
Bought book at convenience store in last 12 months	11	1.8%	79
Bought book at department store in last 12 months	56	9.0%	117
Bought book at drug store in last 12 months	12	1.9%	84
Bought book through Internet in last 12 mo	45	7.2%	71
Bought book through mail order in last 12 months	27	4.3%	127
Bought book at supermarket in last 12 months	39	6.2%	120
Bought book at warehouse store in last 12 months	42	6.7%	116

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

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Retail Goods and Services Expenditures

Owensville, OH
Owensville village, OH (3959220)
Geography: Place

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Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Midlife Junction	80.2%	Population	856	874
Green Acres	19.8%	Households	384	393
Top Rung	0.0%	Families	248	252
Suburban Splendor	0.0%	Median Age	38.1	38.6
Connoisseurs	0.0%	Median Household Income	\$47,420	\$56,422
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		55	\$1,326.05	\$509,203
Men's		52	\$240.09	\$92,195
Women's		50	\$413.45	\$158,764
Children's		59	\$236.45	\$90,796
Footwear		39	\$164.48	\$63,159
Watches & Jewelry		79	\$153.76	\$59,044
Apparel Products and Services (1)		126	\$117.83	\$45,245
Computer				
Computers and Hardware for Home Use		81	\$155.48	\$59,702
Software and Accessories for Home Use		80	\$22.88	\$8,787
Entertainment & Recreation		84	\$2,692.56	\$1,033,945
Fees and Admissions		77	\$473.52	\$181,830
Membership Fees for Clubs (2)		77	\$126.69	\$48,650
Fees for Participant Sports, excl. Trips		80	\$85.56	\$32,857
Admission to Movie/Theatre/Opera/Ballet		77	\$116.09	\$44,578
Admission to Sporting Events, excl. Trips		80	\$47.42	\$18,208
Fees for Recreational Lessons		71	\$97.25	\$37,342
Dating Services		66	\$0.51	\$195
TV/Video/Audio		82	\$1,020.50	\$391,873
Community Antenna or Cable TV		85	\$613.42	\$235,552
Televisions		79	\$153.14	\$58,806
VCRs, Video Cameras, and DVD Players		80	\$16.29	\$6,255
Video Cassettes and DVDs		81	\$42.86	\$16,458
Video and Computer Game Hardware and Software		80	\$44.56	\$17,109
Satellite Dishes		84	\$1.06	\$406
Rental of Video Cassettes and DVDs		82	\$33.92	\$13,024
Streaming/Downloaded Video		71	\$0.99	\$380
Audio (3)		74	\$108.64	\$41,717
Rental and Repair of TV/Radio/Sound Equipment		75	\$5.64	\$2,166
Pets		105	\$451.64	\$173,428
Toys and Games (4)		82	\$119.91	\$46,047
Recreational Vehicles and Fees (5)		84	\$272.78	\$104,745
Sports/Recreation/Exercise Equipment (6)		66	\$119.47	\$45,876
Photo Equipment and Supplies (7)		81	\$84.06	\$32,279
Reading (8)		84	\$130.37	\$50,064
Catered Affairs (9)		82	\$20.32	\$7,803
Food		82	\$6,282.38	\$2,412,434
Food at Home		82	\$3,679.81	\$1,413,049
Bakery and Cereal Products		83	\$495.98	\$190,458
Meats, Poultry, Fish, and Eggs		81	\$843.77	\$324,007
Dairy Products		83	\$414.50	\$159,168
Fruits and Vegetables		80	\$631.07	\$242,329
Snacks and Other Food at Home (10)		83	\$1,294.50	\$497,086
Food Away from Home		81	\$2,602.57	\$999,386
Alcoholic Beverages		80	\$457.51	\$175,685
Nonalcoholic Beverages at Home		82	\$360.72	\$138,515

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst



Retail Goods and Services Expenditures

Owensville, OH
Owensville village, OH (3959220)
Geography: Place

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	86	\$1,498.86	\$575,563
Vehicle Loans	85	\$4,199.87	\$1,612,750
Health			
Nonprescription Drugs	89	\$91.30	\$35,060
Prescription Drugs	93	\$465.92	\$178,915
Eyeglasses and Contact Lenses	85	\$65.72	\$25,236
Home			
Mortgage Payment and Basics (11)	78	\$7,339.09	\$2,818,210
Maintenance and Remodeling Services	80	\$1,592.79	\$611,630
Maintenance and Remodeling Materials (12)	85	\$314.88	\$120,913
Utilities, Fuel, and Public Services	85	\$3,850.05	\$1,478,418
Household Furnishings and Equipment			
Household Textiles (13)	81	\$108.01	\$41,477
Furniture	79	\$471.84	\$181,186
Floor Coverings	83	\$62.42	\$23,970
Major Appliances (14)	86	\$259.42	\$99,616
Housewares (15)	71	\$61.37	\$23,567
Small Appliances	85	\$27.87	\$10,703
Luggage	79	\$7.28	\$2,796
Telephones and Accessories	55	\$23.52	\$9,031
Household Operations			
Child Care	74	\$341.31	\$131,064
Lawn and Garden (16)	85	\$356.24	\$136,796
Moving/Storage/Freight Express	76	\$45.84	\$17,602
Housekeeping Supplies (17)	84	\$591.07	\$226,970
Insurance			
Owners and Renters Insurance	88	\$406.30	\$156,019
Vehicle Insurance	83	\$964.78	\$370,474
Life/Other Insurance	88	\$365.30	\$140,275
Health Insurance	90	\$1,741.03	\$668,554
Personal Care Products (18)	82	\$327.74	\$125,852
School Books and Supplies (19)	88	\$93.61	\$35,946
Smoking Products	90	\$384.47	\$147,638
Transportation			
Vehicle Purchases (Net Outlay) (20)	84	\$3,682.61	\$1,414,123
Gasoline and Motor Oil	86	\$2,463.50	\$945,985
Vehicle Maintenance and Repairs	83	\$781.35	\$300,037
Travel			
Airline Fares	75	\$342.07	\$131,354
Lodging on Trips	79	\$343.38	\$131,857
Auto/Truck/Van Rental on Trips	74	\$27.17	\$10,434
Food and Drink on Trips	80	\$347.67	\$133,506

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



Retail Goods and Services Expenditures

Owensville, OH
Owensville village, OH (3959220)
Geography: Place

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- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



Automotive Aftermarket Expenditures

Owensville, OH
Owensville village, OH (3959220)
Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015	
Population		856	874	
Households		384	393	
Families		248	252	
Median Age		38.1	38.6	
Median Household Income		\$47,420	\$56,422	
		Spending Potential Index	Average Amount Spent	Total
Products				
Vehicle Coolant/Brake/Transmission Fluids	86	\$4.09		\$1,570
Gasoline	86	\$2,404.20		\$923,211
Motor Oil	89	\$10.52		\$4,038
Vehicle Parts/Equipment and Accessories	83	\$46.70		\$17,933
Tire Purchase/Replacement	86	\$124.05		\$47,634
Vehicle Audio/Video Equipment and Installation	75	\$5.31		\$2,040
Vehicle Cleaning Products and Services	76	\$6.16		\$2,364
Services				
Auto Repair Service Policy	86	\$14.24		\$5,469
Membership Fees for Automobile Service Clubs	83	\$18.12		\$6,959
Global Positioning Services	87	\$2.21		\$847
Vehicle Air Conditioning Repair	84	\$14.85		\$5,701
Vehicle Body Work and Painting	83	\$31.52		\$12,103
Vehicle Brake Work	80	\$63.34		\$24,323
Vehicle Clutch/Transmission Repair	82	\$37.94		\$14,569
Vehicle Cooling System Repair	82	\$23.75		\$9,121
Vehicle Drive Shaft and Rear-end Repair	79	\$6.78		\$2,602
Vehicle Electrical System Repair	83	\$28.73		\$11,031
Vehicle Exhaust System Repair	82	\$11.03		\$4,235
Vehicle Front End Alignment/Wheel Balance & Rotation	83	\$15.39		\$5,909
Lube/Oil Change and Oil Filters	88	\$78.96		\$30,320
Vehicle Motor Repair/Replacement	80	\$73.82		\$28,348
Vehicle Motor Tune-up	75	\$46.45		\$17,838
Vehicle Shock Absorber Replacement	84	\$5.62		\$2,157
Vehicle Steering/Front End Repair	85	\$23.47		\$9,012
Tire Repair and Other Repair Work	83	\$53.77		\$20,646

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.
Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Expenditures

Owensville, OH
Owensville village, OH (3959220)
Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		856	874
Households		384	393
Families		248	252
Median Age		38.1	38.6
Median Household Income		\$47,420	\$56,422
	Spending Potential Index	Average Amount Spent	Total
Assets			
Market Value			
Checking Accounts	87	\$4,996.57	\$1,918,682
Savings Accounts	87	\$11,473.83	\$4,405,953
U.S. Savings Bonds	90	\$369.89	\$142,038
Stocks, Bonds & Mutual Funds	85	\$33,159.07	\$12,733,083
Annual Changes			
Checking Accounts	67	\$175.26	\$67,300
Savings Accounts	70	\$274.50	\$105,409
U.S. Savings Bonds	-20	\$-0.49	\$-187
Earnings			
Dividends, Royalties, Estates, Trusts	87	\$851.01	\$326,787
Interest from Savings Accounts or Bonds	86	\$787.45	\$302,382
Retirement Plan Contributions	81	\$1,113.18	\$427,463
Liabilities			
Original Mortgage Amount	72	\$15,505.58	\$5,954,144
Vehicle Loan Amount 1	85	\$2,314.90	\$888,921
Amount Paid: Interest			
Home Mortgage	76	\$3,526.35	\$1,354,118
Lump Sum Home Equity Loan	78	\$101.30	\$38,898
New Car/Truck/Van Loan	82	\$170.83	\$65,597
Used Car/Truck/Van Loan	87	\$141.79	\$54,446
Amount Paid: Principal			
Home Mortgage	79	\$1,573.56	\$604,246
Lump Sum Home Equity Loan	81	\$134.68	\$51,719
New Car/Truck/Van Loan	84	\$929.84	\$357,058
Used Car/Truck/Van Loan	89	\$672.98	\$258,426
Checking Account and Banking Service Charges	81	\$22.54	\$8,655
Finance Charges, excluding Mortgage/Vehicle	79	\$194.25	\$74,593

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. Annual change may be negative.

1 Vehicle Loan Amount is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, or moped, excluding interest.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Owensville, OH
Owensville village, OH (3959220)
Geography: Place

www.ClermontCountyOhio.biz

2010 Housing Summary		2010 Demographic Summary	
Housing Units	416	Population	856
2010-2015 Percent Change	3.85%	Households	384
Percent Occupied	92.3%	Families	248
Percent Owner HHs	57.3%	Median Age	38.1
Median Home Value	\$150,000	Median Household Income	\$47,420
	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	79	\$9,307.14	\$3,573,942
Mortgage Interest	76	\$3,526.35	\$1,354,118
Mortgage Principal	79	\$1,573.56	\$604,246
Property Taxes	80	\$1,776.99	\$682,363
Homeowners Insurance	88	\$395.97	\$152,052
Ground Rent	91	\$66.22	\$25,430
Maintenance and Remodeling Services	80	\$1,592.79	\$611,630
Maintenance and Remodeling Materials	85	\$314.88	\$120,913
Property Management and Security	71	\$60.39	\$23,190
Rented Dwellings	70	\$2,410.41	\$925,599
Rent	70	\$2,275.04	\$873,616
Rent Received as Pay	76	\$69.55	\$26,708
Renters' Insurance	79	\$10.33	\$3,967
Maintenance and Repair Services	79	\$16.78	\$6,442
Maintenance and Repair Materials	73	\$38.71	\$14,866
Owned Vacation Homes	70	\$327.56	\$125,785
Mortgage Payment	71	\$144.36	\$55,436
Property Taxes	74	\$83.32	\$31,996
Homeowners Insurance	76	\$11.20	\$4,299
Maintenance and Remodeling	65	\$75.81	\$29,111
Property Management and Security	75	\$12.87	\$4,943
Housing While Attending School	88	\$71.32	\$27,386
Household Operations	79	\$1,241.91	\$476,894
Child Care	74	\$341.31	\$131,064
Care for Elderly or Handicapped	96	\$69.38	\$26,642
Appliance Rental and Repair	87	\$21.16	\$8,126
Computer Information Services	82	\$198.87	\$76,367
Home Security System Services	80	\$20.85	\$8,008
Non-Apparel Household Laundry/Dry Cleaning	11	\$4.08	\$1,565
Housekeeping Services	77	\$118.20	\$45,388
Lawn and Garden	85	\$356.24	\$136,796
Moving/Storage/Freight Express	76	\$45.84	\$17,602
PC Repair (Personal Use)	84	\$7.41	\$2,845
Reupholstering/Furniture Repair	77	\$6.11	\$2,347
Termite/Pest Control	87	\$21.12	\$8,111
Water Softening Services	108	\$6.05	\$2,322
Internet Services Away from Home	80	\$2.13	\$817
Voice Over IP Service	72	\$4.78	\$1,837
Other Home Services (1)	80	\$18.38	\$7,057

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Owensville, OH
Owensville village, OH (3959220)
Geography: Place

www.ClermontCountyOhio.biz

	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	85	\$3,850.05	\$1,478,418
Bottled Gas	111	\$75.18	\$28,869
Electricity	86	\$1,464.10	\$562,213
Fuel Oil	81	\$90.95	\$34,924
Natural Gas	84	\$546.20	\$209,741
Telephone Services	84	\$1,208.54	\$464,078
Water and Other Public Services	83	\$455.78	\$175,020
Coal/Wood/Other Fuel	108	\$9.30	\$3,572
Housekeeping Supplies	84	\$591.07	\$226,970
Laundry and Cleaning Supplies	84	\$160.20	\$61,517
Postage and Stationery	84	\$170.96	\$65,647
Other HH Products (2)	85	\$259.91	\$99,806
Household Textiles	81	\$108.01	\$41,477
Bathroom Linens	80	\$14.24	\$5,468
Bedroom Linens	81	\$50.14	\$19,252
Kitchen and Dining Room Linens	81	\$2.49	\$955
Curtains and Draperies	78	\$22.52	\$8,648
Slipcovers, Decorative Pillows	80	\$3.43	\$1,318
Materials for Slipcovers/Curtains	91	\$13.89	\$5,334
Other Linens	75	\$1.31	\$501
Furniture	79	\$471.84	\$181,186
Mattresses and Box Springs	78	\$62.32	\$23,930
Other Bedroom Furniture	79	\$84.76	\$32,547
Sofas	76	\$115.46	\$44,337
Living Room Tables and Chairs	80	\$66.50	\$25,534
Kitchen, Dining Room Furniture	77	\$47.90	\$18,393
Infant Furniture	79	\$8.85	\$3,397
Outdoor Furniture	83	\$22.22	\$8,533
Wall Units, Cabinets, Other Furniture (3)	80	\$63.84	\$24,514
Major Appliances	86	\$259.42	\$99,616
Dishwashers and Disposals	85	\$23.32	\$8,955
Refrigerators and Freezers	84	\$69.35	\$26,629
Clothes Washers	87	\$43.54	\$16,719
Clothes Dryers	89	\$34.12	\$13,101
Cooking Stoves and Ovens	84	\$39.46	\$15,152
Microwave Ovens	81	\$10.35	\$3,973
Window Air Conditioners	86	\$6.07	\$2,331
Electric Floor Cleaning Equipment	85	\$19.11	\$7,340
Sewing Machines and Miscellaneous Appliances	87	\$14.10	\$5,415

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012



House and Home Expenditures

Owensville, OH
Owensville village, OH (3959220)
Geography: Place

www.ClermontCountyOhio.biz

	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	83	\$62.42	\$23,970
Housewares	71	\$61.37	\$23,567
Small Appliances	85	\$27.87	\$10,703
Window Coverings	72	\$27.90	\$10,715
Lamps and Other Lighting Fixtures	80	\$18.85	\$7,239
Infant Equipment	21	\$4.30	\$1,651
Rental of Furniture	80	\$3.70	\$1,419
Laundry and Cleaning Equipment	85	\$18.88	\$7,250
Closet and Storage Items	15	\$3.84	\$1,474
Luggage	79	\$7.28	\$2,796
Clocks and Other Household Decoratives	22	\$45.36	\$17,418
Telephones and Accessories	55	\$23.52	\$9,031
Telephone Answering Devices	86	\$0.72	\$277
Grills and Outdoor Equipment	19	\$10.12	\$3,885
Power Tools	78	\$25.00	\$9,600
Hand Tools	80	\$8.24	\$3,164
Office Furniture/Equipment for Home Use	81	\$13.21	\$5,074
Computers and Hardware for Home Use	81	\$155.47	\$59,702
Software and Accessories for Home Use	80	\$22.88	\$8,787
Other Household Items (4)	81	\$84.30	\$32,371

(1) Other Home Services include miscellaneous home services and small repair jobs not already specified.

(2) Other HH Products includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

(3) Wall Units Cabinets and Other Furniture includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

(4) Other Household Items includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, Personal Digital Assistants, and miscellaneous household

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012



Medical Expenditures

Owensville, OH
Owensville village, OH (3959220)
Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		856	874
Households		384	393
Families		248	252
Median Household Income		\$47,420	\$56,422
Males per 100 Females		88.5	88.6
Population By Age			
Population <5 Years		9.5%	9.4%
Population 5-17 Years		17.3%	17.0%
Population 65+ Years		15.5%	17.0%
Median Age		38.1	38.6
	Spending Potential Index	Average Amount Spent	Total
Health Care	89	\$3,322.98	\$1,276,024
Medical Care	88	\$1,581.95	\$607,470
Physician Services	85	\$192.90	\$74,072
Dental Services	83	\$271.40	\$104,218
Eyecare Services	88	\$43.96	\$16,880
Lab Tests, X-Rays	89	\$49.15	\$18,872
Hospital Room and Hospital Services	88	\$120.87	\$46,414
Convalescent or Nursing Home Care	71	\$16.48	\$6,329
Other Medical services (1)	87	\$97.09	\$37,284
Nonprescription Drugs	89	\$91.30	\$35,060
Prescription Drugs	93	\$465.92	\$178,915
Nonprescription Vitamins	87	\$49.21	\$18,897
Medicare Prescription Drug Premium	97	\$48.13	\$18,481
Eyeglasses and Contact Lenses	85	\$65.72	\$25,236
Hearing Aids	89	\$19.33	\$7,421
Medical Equipment for General Use	91	\$5.73	\$2,200
Other Medical Supplies (2)	88	\$44.77	\$17,191
Health Insurance	90	\$1,741.03	\$668,554
Blue Cross/Blue Shield	88	\$492.40	\$189,081
Commercial Health Insurance	87	\$327.03	\$125,581
Health Maintenance Organization	81	\$269.72	\$103,571
Medicare Payments	98	\$404.55	\$155,348
Long Term Care Insurance	91	\$76.41	\$29,342
Other Health Insurance (3)	101	\$170.92	\$65,632

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

(1) Other Medical Services includes Services by Medical Professionals other than Physicians, Nursing Services, Therapeutic Treatments, Blood Donation, Ambulance, Emergency Room, and Outpatient Hospital Services

(2) Other Medical Supplies includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental of Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.

(3) Other Health Insurance includes Medicare Supplements and Other Health Insurance excluding Blue Cross/Blue Shield.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor statistics

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Recreation Expenditures

Owensville, OH
Owensville village, OH (3959220)
Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		856	874
Households		384	393
Families		248	252
Median Age		38.1	38.6
Median Household Income		\$47,420	\$56,422
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	77	\$473.52	\$181,830
Admission to Movies, Theater, Opera, Ballet	77	\$116.09	\$44,578
Admission to Sporting Events, excl.Trips	80	\$47.42	\$18,208
Fees for Participant Sports, excl.Trips	80	\$85.56	\$32,857
Fees for Recreational Lessons	71	\$97.25	\$37,342
Membership Fees for Social/Recreation/Civic Clubs	77	\$126.69	\$48,650
Dating Services	66	\$0.51	\$195
Rental of Video Cassettes and DVDs	82	\$33.92	\$13,024
Toys & Games	82	\$119.91	\$46,047
Toys and Playground Equipment	83	\$116.66	\$44,798
Play Arcade Pinball/Video Games	78	\$1.47	\$566
Online Entertainment and Games	77	\$1.78	\$683
Recreational Vehicles and Fees	84	\$272.77	\$104,745
Docking and Landing Fees for Boats and Planes	77	\$5.45	\$2,091
Camp Fees	74	\$21.34	\$8,193
Purchase of RVs or Boats	86	\$239.60	\$92,007
Rental of RVs or Boats	75	\$6.39	\$2,455
Sports, Recreation and Exercise Equipment	66	\$119.47	\$45,876
Exercise Equipment and Gear, Game Tables	68	\$56.10	\$21,541
Bicycles	75	\$14.88	\$5,713
Camping Equipment	34	\$4.94	\$1,898
Hunting and Fishing Equipment	56	\$21.56	\$8,279
Winter Sports Equipment	76	\$4.90	\$1,880
Water Sports Equipment	88	\$5.90	\$2,265
Other Sports Equipment	87	\$8.26	\$3,172
Rental/Repair of Sports/Recreation/Exercise Equipment	73	\$2.94	\$1,128
Photographic Equipment and Supplies	81	\$84.06	\$32,279
Film	87	\$6.39	\$2,455
Film Processing	86	\$19.25	\$7,390
Photographic Equipment	79	\$33.73	\$12,952
Photographer Fees/Other Supplies & Equip Rental/Repair	80	\$24.69	\$9,481
Reading	84	\$130.37	\$50,064
Magazine/Newspaper Subscriptions	89	\$56.10	\$21,542
Magazine/Newspaper Single Copies	85	\$16.37	\$6,285
Books	80	\$57.91	\$22,236

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

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